



Missouri Department of Natural Resources  
Division of State Parks  
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# **2000 Missouri State Park and Historic Site Visitor Survey Overall Composite**

## **Project Completion Report**

### **Submitted to**

**Missouri Department of Natural Resources  
Division of State Parks**

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## Acknowledgements

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## Introduction

### NEED FOR RECREATION RESEARCH

With an estimated annual visitation of 18 million recreationists to Missouri's state parks and historic sites, research addressing such issues as recreation demand, visitor satisfaction, and resource degradation becomes an urgent necessity for natural resource recreation managers seeking to provide quality recreational experiences to their customers while at the same time protecting the natural environment. The task of providing quality visitor experiences and meeting recreation demand while maintaining an ecological equilibrium becomes even more difficult when combined with the complexities associated with measuring quality in outdoor experiences.

Quality in outdoor recreation has often been measured in terms of visitor satisfaction (Manning, 1999), making visitor satisfaction a primary goal of natural resource recreation managers (Peine, Jones, English, & Wallace, 1999). Visitor satisfaction, however, can be difficult to define because satisfaction is a multidimensional concept affected by a number of potential variables, some under the control of management but many not (Manning, 1999). Visitor satisfaction is also subject to the varying socio-demographic characteristics of the visitor, their cultural preferences and levels of experience, as well as their widely ranging attitudes and motivations (Manning, 1999). The 2000 Missouri State Parks Visitor Study attempts to overcome the difficulty in defining visitor satisfaction by gathering additional information about visitor

satisfaction through questions regarding: a) visitors' socio-demographic characteristics; b) visitors' satisfaction with programs, services and facilities; c) visitors' perceptions of safety; and d) visitors' perceptions of crowding.

### STUDY PURPOSE

In 1973, a research paper entitled "Recreation Research – So What?" criticized recreation research for not addressing "real problems" and for not being applicable to practical situations (Brown, Dyer, & Whaley, 1973). Twenty years later, this criticism was echoed by Glen Alexander, chief of the Ohio Department of Natural Resources, when he wrote, "Customer surveys are a dime a dozen in the private sector and are beginning to get that way in the public sector (Alexander, 1993, p. 168)." Alexander's complaint was that survey data was being filed away and not being utilized, particularly by the front line management and operating people who could most benefit from such information.

A primary goal of this report is to provide practical and applicable customer data to those front line managers who most need this information during their daily operations. This report examines and compares the results of the visitor surveys conducted at Arrow Rock State Historic Site, Castlewood State Park, Deutschheim State Historic Site, Roaring River State Park, Route 66 State Park, Mark Twain Birthplace State Historic Site, and Mark Twain State

Park. Objectives specific to this report include:

1. Describing the use patterns of state park and historic site visitors.
2. Describing the socio-demographic characteristics of state park and historic site visitors.
3. Determining if there are differences in select groups' ratings of park and site attributes, satisfaction with park and site features, overall satisfaction, and perceptions of crowding.
4. Determining any differences in select characteristics of visitors who rated park and site safety high and those who did not.

## **STUDY AREAS**

### ***Arrow Rock State Historic Site***

Arrow Rock State Historic Site, located in Saline County, is perhaps one of the most unique historic sites in the Missouri state park and historic site system in that it is not the self-contained area usually associated with most parks and sites. Not only does DSP own and manage several historic buildings within the town of Arrow Rock, but additional recreational opportunities have also been provided in an area south of the town, including a visitor center, campgrounds, and a day-use area. The unique setting of Arrow Rock contributed to the unusual methodology used to collect questionnaire data during the study period.

### ***Castlewood State Park***

Located in St. Louis County, Castlewood State Park is a day-use park providing almost 1,800 acres of beautiful greenspace in a growing suburb of metropolitan St. Louis. Offering picnic areas, several trails, and access to the

Meramec River, Castlewood is extremely popular with bicyclists, hikers, and equestrian users alike.

### ***Deutschheim State Historic Site***

Deutschheim State Historic Site, located in historic Hermann, Missouri, preserves and interprets Missouri's German heritage. DSHS consists of four historic buildings: the Strehly House and Winery and the Pommer-Gentner House and its barn. Each building contains extensive collections of German culture, including period furnishings, tools, and other items associated with everyday German life. Visitors are guided through these buildings and two heritage gardens for a nominal admission fee of \$2.00.

### ***Roaring River State Park***

One of the oldest parks in Missouri's state park system, Roaring River State Park is located deep within the Ozarks in Barry County. A Mecca for trout fishermen, Roaring River offers many amenities for every type of outdoor recreationist including campgrounds, a riding stable, cabins, a swimming pool, a new lodge with a restaurant, a fish hatchery, ten miles of hiking trails, and a nature center.

### ***Route 66 State Park***

One of the newest parks in Missouri's state park system, Route 66 State Park offers a myriad of recreational opportunities to the day-user. Located along the Meramec River, Route 66 provides seven miles of trail for hiking, bicycling, and equestrian use, as well as a picnic area. The park's real claim to fame, however, is its visitor center, which houses exhibits relating the

history of Route 66 as well as the history of Times Beach.

***Mark Twain Birthplace State Historic Site***

Located in Monroe County, Mark Twain Birthplace State Historic Site commemorates the life of one of Missouri's best-loved authors, Samuel Langhorne Clemens, better known as Mark Twain. The historic site consists of a museum housing Mark Twain's birth home, exhibits describing his childhood and adult life, and a public reading room containing a collection of first editions and foreign editions of his works. The site also provides a playground, picnic area, and lake overlook.

***Mark Twain State Park***

The third oldest park in Missouri's state park system, Mark Twain State Park is located in Monroe County and borders the 18,000-acre Mark Twain Lake. Popular with fishermen and boaters alike, Mark Twain State Park offers a myriad of recreational opportunities, including a swimming beach, two boat ramps, a campground, picnic areas and shelters, hiking trails and lake overlooks.

**SCOPE OF STUDY**

The population of the visitor study at the seven state parks and historic sites consisted of all visitors who were 18 years of age or older (adults), and who visited these areas during peak use (generally between July and October 2000). The results of this study only reflect visitors during the study periods surveyed at each park and site.



## Methodology

The following is a brief description of the methodology used during the 2000 Missouri State Park and Historic Site Visitor Survey. For a more complete explanation of the methodology used at each state park and historic site, please refer to their individual reports (Fredrickson & Vessell, 2000b, 2001a, 2001b, 2001c, 2001d, 2001e, and 2001f).

### SAMPLING PROCEDURES

A 95% confidence interval was chosen for each park and site. Margins of error ranged from plus or minus 5% to plus or minus 9% based on the sample sizes from each park and site survey. The study period for the 2000 Missouri State Park and Historic Site Visitor Survey was from July 1 to December 31, 2000, depending upon peak use for each park and site. A random sample of adult visitors (18 years of age and older) who visited the seven state parks and sites during the study period were the respondents for this study.

Time slots were chosen for sampling dependent upon hours of operation at each park and site. A time slot was randomly chosen for each of the seven parks and sites and assigned to the first of the scheduled survey dates for those parks and sites. Thereafter, time slots were assigned in ranking order based on the first time slot. This method was chosen to allow visitors leaving the parks and sites at various times of the day an equal opportunity for being sampled.

### QUESTIONNAIRE

The questionnaires used in this study were based on the questionnaire developed by Fink (1997) for the Meramec State Park Visitor Survey. Copies of the questionnaires for this study are provided in Appendix A.

### SELECTION OF SUBJECTS

The surveys of visitors during the 2000 Missouri State Park and Historic Site Visitor Survey were administered on-site, to eliminate the non-response bias of a mail-back survey. Where possible, exit surveys were conducted of visitors leaving the various parks. At these parks, a systematic sampling of all adults in every  $n$ th vehicle (pre-determined by past years' visitation data) was conducted as the vehicles exited. Exit surveys were conducted at Castlewood State Park.

Because an exit survey was not always feasible at every park due to public roadways traveling through the parks, multiple recreational areas, multiple exits, etc., on-site surveys of identified recreation areas within these parks and sites were conducted. On-site, roving surveys were conducted at Arrow Rock State Historic Site, Deutschheim State Historic Site, Roaring River State Park, Route 66 State Park, Mark Twain Birthplace State Historic Site, and Mark Twain State Park. Exit surveys, however, provide the most robust sampling strategy to precisely define the visitor population (Peine, et al., 1999). It is recommended, therefore, that in future studies exit surveys be conducted

at other state parks and historic sites if at all possible.

## DATA COLLECTION

The surveyors were either stationed at the entrances into the various parks or recreation areas or walked roving routes between the recreation areas at the parks. During the selected time slot, the surveyors asked every visitor who was 18 years of age and older and in exiting vehicles or at the various recreation areas to voluntarily complete the questionnaire, unless he or she had previously filled one out.

To increase participation rates, respondents were given the opportunity to enter their name and address into a drawing for a prize package and were assured that their responses to the survey questions were anonymous and would not be attached to their prize entry form. Willing participants were then given a pencil and a clipboard with the questionnaire and prize entry form attached. Once respondents were finished, the surveyors collected the completed forms, clipboards, and pencils. Survey protocol is given in Appendix B and a copy of the prize entry form is provided in Appendix C.

Observation surveys were also conducted to obtain additional information about: date, day, time slot, and weather conditions of the survey day; the number of adults and children in each group of survey participants; and the number of individuals asked to fill out the questionnaire, whether they were respondents, non-respondents, or had already participated in the survey. This number was used to calculate response rate, by dividing the number of useable surveys collected by the number of adult

visitors asked to complete a questionnaire.

## DATA ANALYSIS

The data obtained for the 2000 Missouri State Park and Historic Site Visitor Survey was analyzed with the Statistical Packages for the Social Sciences (SPSS) (SPSS, 1996). Frequency distributions and percentages of responses to the survey questions were determined. The number of surveys completed by weekday versus weekend and by park and site was also determined.

Comparisons using independent sample t-tests for each group were also made to determine any statistically significant differences ( $p < .05$ ) in the following selected groups' satisfaction with park and site features, ratings of park and site attributes, overall satisfaction, and perceptions of crowding. The selected groups include:

1. First time visitors versus repeat visitors.
2. Overnight visitors versus day-users. Day-users include both day-users and the overnight visitors who did not stay overnight in the seven parks and sites. Overnight visitors include those visitors who stayed overnight in the parks, whether they were camping or staying in other facilities within the parks.
3. Weekend visitors versus weekday visitors. Weekend visitors were surveyed on Saturday and Sunday, weekday visitors were surveyed Monday through Friday.

Other comparisons were made using independent sample t-tests to determine

in any statistically significant differences in visitors who rated the parks as excellent on being safe versus visitors who rated the parks and sites good, fair, or poor on being safe, for the following categories:

1. First time versus repeat visitors.
2. Overnight visitors versus day-users.
3. Weekend versus weekday visitors.

Differences between visitors who rated the parks and sites as excellent on being

safe versus those who did not were also compared on the following questions: differences in socio-demographic characteristics, differences in perceptions of crowding, measures of satisfaction with park and site features, measures of performance of park and site attributes, and overall satisfaction.

An additional independent sample t-test compared overall satisfaction between visitors who felt some degree of crowding and visitors who were not at all crowded.

## Results and Discussion

This section describes the results of the 2000 Missouri State Park and Historic Site Visitor Survey. For a more in-depth examination of the results from the seven state park and historic site surveys, see the individual reports of each survey (Fredrickson & Vessell, 2000b, 2001a, 2001b, 2001c, 2001d, 2001e, and 2001f). This section also provides relevant management implications and future research suggestions.

### **SURVEYS COLLECTED & RESPONSE RATES**

A total of 1,599 surveys were collected during the 2000 Missouri State Park and Historic Site Visitor Survey. Table 1 shows the number of surveys collected at each state park and historic site. The overall response rate was 77.8%. Overall response rates ranged from 56.0% to 100.0%.

Of the 1,599 surveys collected, 1,069 (66.9%) were collected on the weekends (Saturday and Sunday), and 530 (33.1%) were collected on the weekdays (Monday through Friday).

### **PROFILE OF VISITORS**

Table 2 individually lists the socio-demographic characteristics of the visitors to the seven state parks and historic sites. The following results describe overall visitor socio-demographic characteristics and use patterns of the seven parks and sites.

When grouped into four categories, 28.5% of the adult visitors to the seven parks and sites were between the ages of 18-34, 47.0% were between the ages of 35-54, 14.9% were between the ages of 55-64, and 9.6% were 65 years of age or older. The average age of all adult visitors was 44, with visitors to Castlewood State Park having the lowest average age (36.5) and visitors to Deutschheim State Historic Site having the highest average age (50). This difference in age is due in part to the recreational resources at Castlewood State Park attracting younger visitors and the recreational resources at Deutschheim State Historic Site attracting older visitors and retirees.

*Table 1. Surveys Collected by State Park and Historic Site*

| <b>Park</b>                               | <b>Frequency</b> | <b>Percent</b> |
|---|------------------|----------------|
| Arrow Rock State Historic Site            | 193              | 12.1%          |
| Castlewood State Park                     | 402              | 25.1%          |
| Deutschheim State Historic Site           | 113              | 7.1%           |
| Roaring River State Park                  | 362              | 22.6%          |
| Route 66 State Park                       | 198              | 12.4%          |
| Mark Twain Birthplace State Historic Site | 180              | 11.3%          |
| Mark Twain State Park                     | 151              | 9.4%           |
| <b>Total</b>                              | <b>1,599</b>     | <b>100.0%</b>  |

Visitors were almost equally male and female, with males comprising 52.5% of all visitors and females comprising 47.5% of all visitors. The majority (42.8%) of all visitors indicated having completed a four-year college degree (26.9%) or an advanced graduate degree (15.9%) as the highest level of education completed. One-third (33.5%) indicated having completed vocational school (5.8%) or some college (27.7%). Less than one-fourth (23.7%) of visitors indicated having grade school (1.0%) or high school (22.7%). Visitors to Castlewood State Park had the highest level of education, with over half (53.7%) of the visitors to Castlewood having completed a four-year college degree or an advanced graduate degree.

Most visitors (35.1%) reported having an annual household income of between \$25,000 and \$50,000. Twenty-seven percent (26.7%) of visitors reported an annual income of between \$50,000 and \$75,000. Almost one-fourth (24.4%) of visitors reported an annual income of over \$75,000, and 13.8% indicated an annual income of less than \$25,000. Castlewood State Park visitors reported having higher annual incomes when compared to the other parks. Over half (56.3%) of Castlewood State Park visitors indicated having a household income of over \$50,000. Castlewood's location within the St. Louis metropolitan area and the high percentage of its visitors with four-year college degrees or advanced graduate degrees combine to account for the higher level of household incomes of Castlewood visitors.

The majority (37.5%) of visitors indicated a professional/technical occupation, 15.0% indicated a service-

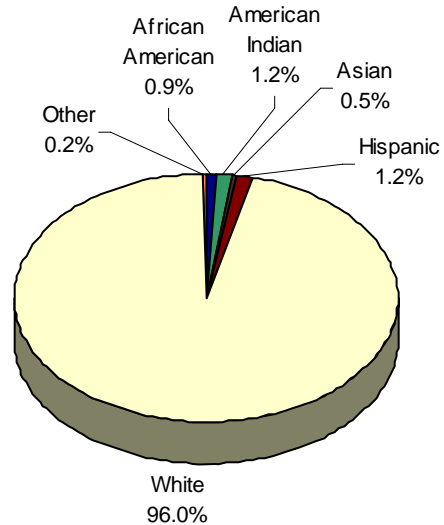
based occupation, and 14.4% indicated retirement status. Visitors indicated other occupations, and they included: 9.6% self-employed, 8.7% manufacturing-based, 6.6% homemaker, 6.2% student, and 2.1% "other". A significantly ( $p < .001$ ) higher percentage of visitors who visited Roaring River (21.3%), Arrow Rock (20.0%), and Deutschheim (19.4%) reported being retired than the other four parks and sites, while a significantly higher percentage of visitors to Castlewood (14.4%) reported being students than any of the other parks and sites. Again, this difference in percentages may be due in part to the amenities and recreational opportunities offered at the different parks and sites, Castlewood attracting younger recreationists and Roaring River, Arrow Rock, and Deutschheim attracting older visitors and retirees.

The majority (31.8%) of visitors were married with children still living at home, but another large percentage (26.1%) were married with children grown. Twenty-one percent (21.5%) of visitors were single with no children, 12.0% were married with no children, 6.6% were single with children, and 3.0% indicated an "other" household composition. Again, significant differences existed in household composition of visitors to each of the seven parks and sites. For instance, a significantly ( $p < .001$ ) higher percentage (35.9%) of visitors to Castlewood State Park were single with no children, whereas the majority (43.9%) of visitors to Deutschheim State Historic site were married with children grown. These differences in household composition also suggest that the diversity of recreational opportunities offered by the

parks and sites contribute to the diversity of visitor makeup.

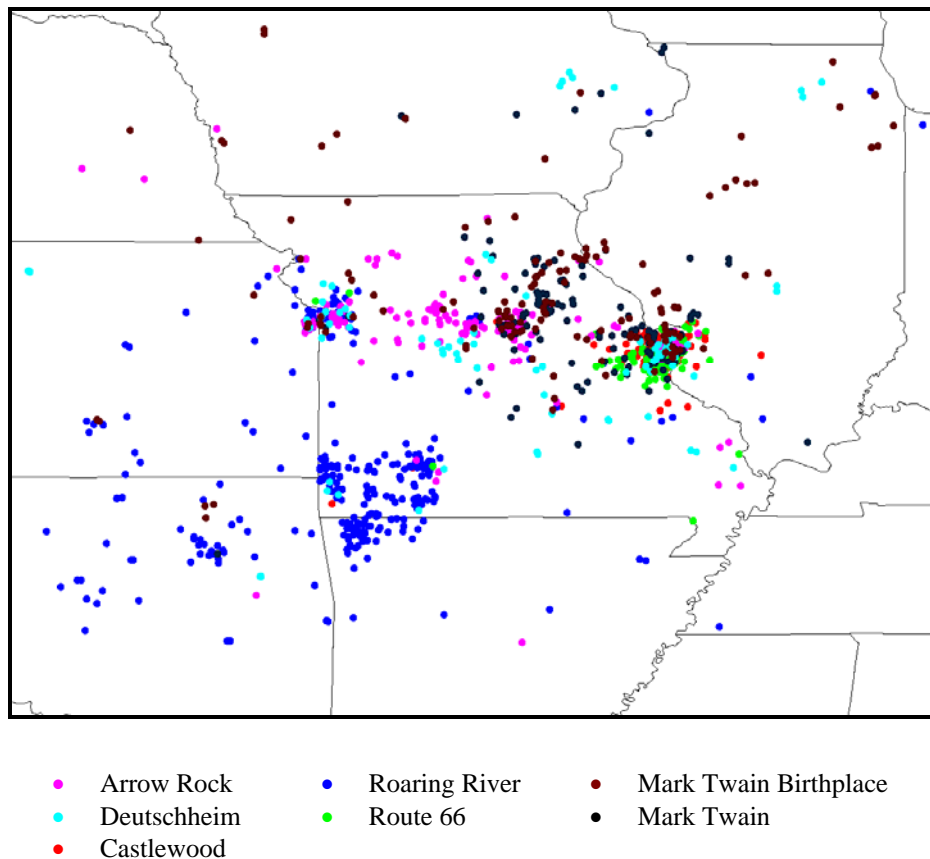
The vast majority (96.0%) of visitors to the parks and sites were White, while 1.2% were Hispanic, 0.9% were African American, and 0.5% were Asian. One percent (1.2%) of the visitors indicated being of Native American descent, and 0.2% indicated an “other” ethnic background. Figure 1 depicts the ethnic origin of visitors surveyed during the 2000 Missouri State Park and Historic Site Visitor Survey.

**Figure 1. Ethnic Origin of 1999 Missouri State Park Visitors**



The majority (73.5%) of visitors to the seven state parks and historic sites were from Missouri, with 4.8% of the visitors from Illinois, 4.4% from Arkansas, 3.7% from Oklahoma, 3.4% from Kansas, and

**Figure 2. Residence of Visitors by Zip Code.**



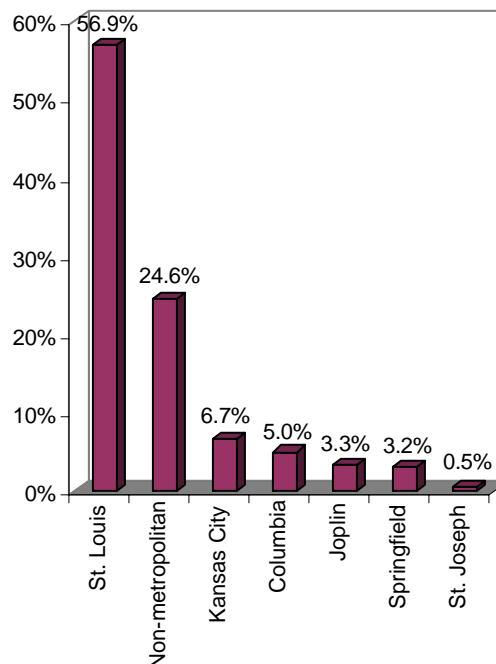
2.1% from Texas. Figure 2 shows the residence of visitors by zip code. Although overall the majority of visitors were from Missouri, over half (53.4%) of Roaring River's visitors were from out of state and 44.2% of Mark Twain Birthplace's visitors were from out of state.

DSP has expressed an interest in classifying visitors by their residence in Metropolitan Statistical Areas (MSA). The first attempt to classify state park visitors by their MSA was made with the 1999 Missouri State Parks Visitor data. The 2000 Missouri State Parks Visitor data has also been classified by MSA. While knowledge of visitor residence is potentially valuable, the profile of cumulative state park visitation is more relevant. It is recommended that visitor data from the 1997, 1998, 1999 and 2000 visitor survey data be combined and profiled for MSA residence.

Missouri has an overall population of approximately 5,468,000 residents, over two-thirds (68%) of whom live within a MSA (U.S. Census Bureau, 1999). St. Louis and Kansas City MSA residents account for almost 60% (59%) of Missouri residents (this includes Missouri residents only, and not the Kansas residents who live within the Kansas City MSA and the Illinois residents who live within the St. Louis MSA). Over one-third (35.8%) of Missouri residents alone live within the St. Louis MSA, and 23% live within the Kansas City MSA (Missouri State Census Data Center [MSCDC], 1998).

The majority (56.9%) of visitors were from the St. Louis Metropolitan Statistical Area, 6.7% were from the Kansas City MSA, 5.0% were from the Columbia MSA, 3.3% were from the Joplin MSA, 3.2% were from the Springfield MSA, 0.5% were from the St. Joseph MSA, and 24.6% were from

**Figure 3. Percentage of 2000 Missouri State Park Visitor Residence in MSAs**

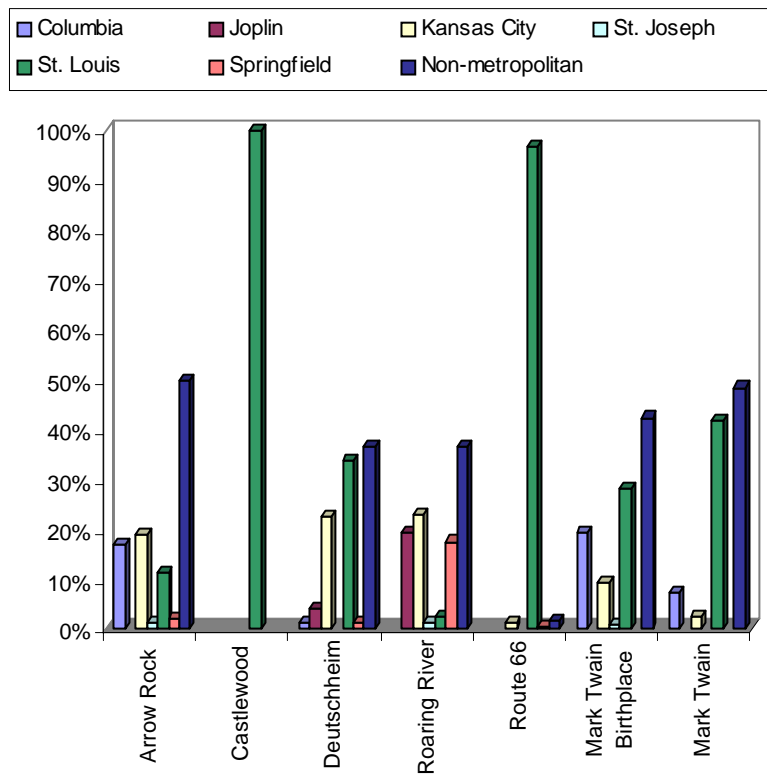


non-metropolitan areas. Figure 3 shows the percentage of visitor residence in MSAs.

The high percentage of 2000 visitors from the St. Louis MSA can be accounted for by the visitors from both Castlewood State Park and Route 66 State Park (both located within the St. Louis MSA). Of the parks and sites surveyed in 2000, 100.0% of the Missouri visitors to Castlewood State Park were from the St. Louis MSA and

96.7% of the Missouri visitors to Route 66 were from the St. Louis MSA. Both Deutschheim State Historic Site and Mark Twain State Park also had higher percentages of their Missouri visitors from the St. Louis MSA (33.8% and 41.8% respectively). Figure 4 shows the percentage of MSA residence by park and site.

**Figure 4. Residence in MSA by Park and Site**







## USE PATTERNS

### *Trip Characteristics*

The majority (73.5%) of visitors to the seven state parks and historic sites traveled less than a day's drive to visit the parks and sites (a day's drive is defined as 150 miles or less, not exceeding 300 miles round trip). Of those traveling less than a day's drive, 63.7% lived within 50 miles of the parks and sites they were visiting. The average number of miles visitors traveled was 146.1 miles; however, the median number of miles visitors traveled was 58, indicating that half of the visitors traveled less than 58 miles and half traveled more than 58 miles.

### *Visit Characteristics*

Two-thirds (64.6%) of visitors were repeat visitors. Castlewood State Park had the highest percentage of repeat visitors (85.1%), Deutschheim State Historic Site had the highest percentage of first time visitors (94.6%). The average number of times repeat visitors reported visiting the various parks and sites within the past year was 22.4 times, with a low of 0.9 times (Mark Twain Birthplace State Historic Site) and a high of 47.5 times (Castlewood State Park). These differences are due to the fact that Castlewood State Park visitors visit the park on a daily or weekly basis, particularly to use the hiking and biking trails, whereas visitors to historic sites typically only visit historic sites once.

The majority (85.6%) of visitors to the seven state parks and historic sites visited with family and/or friends, and average group size was about 2.4 people per group. Fourteen percent (13.5%) of

the visitors reported bringing a pet with them during their visits.

Across the parks, over half (55.5%) of the visitors were overnight visitors while 44.5% of visitors indicated they were not staying overnight during their visits. Of those visitors staying overnight, 62.7% of overnight visitors stayed in the campgrounds or other facilities within the parks. Average overnight stays were 2.9 nights, but ranged from 4 nights at Roaring River State Park to 1.6 nights at Deutschheim State Historic Site.

An interesting use pattern of visitors to the seven parks and sites is that the majority (59.3%) of campers staying in the campgrounds in the parks and sites reported staying in RVs compared to 40.7% of visitors staying in tents. Research has shown that RV campers tend to be older, between 50-65 years of age (Fruchter & Schau, 1997). Not surprisingly, RV campers from the 2000 Missouri State Park and Historic Site Visitor Survey were significantly ( $p < .001$ ) older than tent campers, with an average age of 50.5 compared to 37.1 for tent campers.

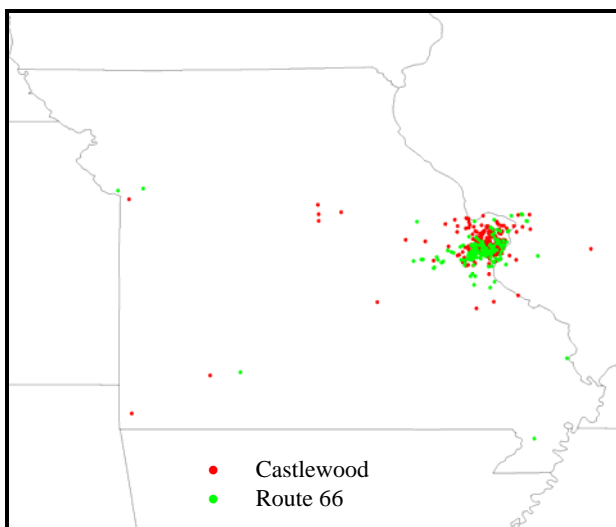
This age difference, as well as the higher percentage of campers who camp in RVs, suggest certain management implications for future management of state park campgrounds. This is especially true when considering that Baby Boomers (people 40-55 years of age – one-third of the visitors from the 2000 Missouri State Park and Historic Site Visitor Survey fall within this age category) already comprise 40% of the RV market (Fruchter & Schau, 1997). And as they age, Baby Boomers are expected to contribute significantly to the anticipated 40% growth in the RV

market within the next ten years (Fruchter & Schau, 1997). As Missouri's population ages, managers can expect to see an increase in the number of RV campers in their state park campgrounds.

### ***Park Classifications***

Based on visitor use patterns and zip code distribution, six of the seven state parks and historic sites included in the 2000 Missouri State Park and Historic Site Visitor Survey can be classified into three distinct types of parks. For instance, two of the parks were parks whose visitors were day-users who primarily traveled 25 miles or less to visit these parks (Figure 5). Castlewood State Park and Route 66 State Park are included in this category, since both parks are day-use only parks. Both of these parks have a high percentage of repeat visitation, and their visitors tend to make many repeat visits annually, suggesting that visitors to these two parks may view them as similar to city or municipal parks. For instance, Castlewood visitors visited an average of 47.5 times in the past year; Route 66

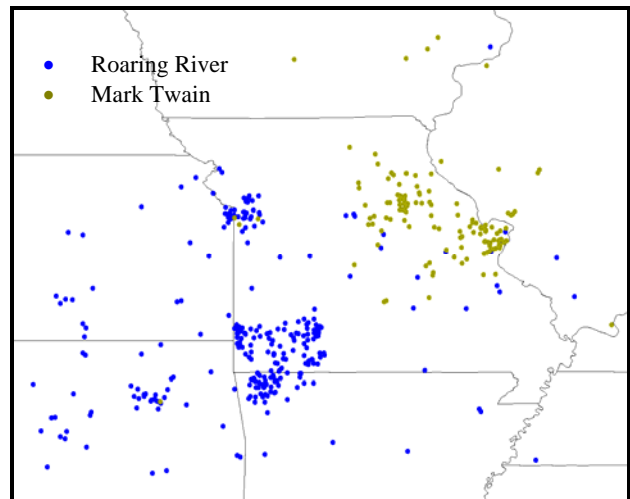
***Figure 5. Local, Day-Use Parks***



visitors visited an average of 29.3 times in the past year.

A second classification of parks includes those parks whose visitors were primarily overnight visitors, the majority of whom traveled less than a day's drive to visit the parks but who typically traveled from a regional area between 50 and 150 miles from the parks (Figure 6). Parks within this category include Mark Twain State Park and Roaring River State Park. The locations of both of these parks, as well as the amenities and recreational opportunities offered at the parks, bring visitors from farther away and tend to be the primary destination of their visitors, thus increasing the number of those visitors staying overnight.

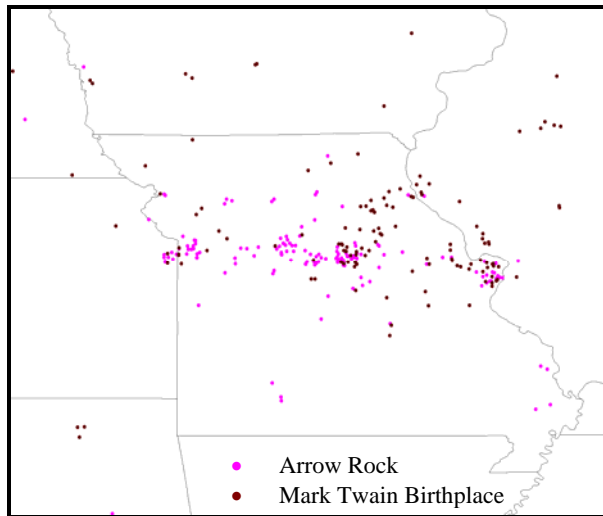
***Figure 6. Regional, Overnight Destination Parks***



A third classification includes two of the historic sites surveyed during the 2000 Missouri State Park and Historic Site Visitor Survey: Arrow Rock State Historic Site and Mark Twain Birthplace State Historic Site (Figure 7). Although the majority of visitors to these two sites traveled less than a day's drive (150

miles) to visit the sites, the majority of those visitors still traveled between 50 and 150 miles to visit the sites and are considered to be more regional than local. The majority of visitors to Arrow Rock and Mark Twain Birthplace were also day-users and not overnight visitors, suggesting that these two sites can be classified as day-trip destination sites.

**Figure 7. Regional, Day-Use Sites**

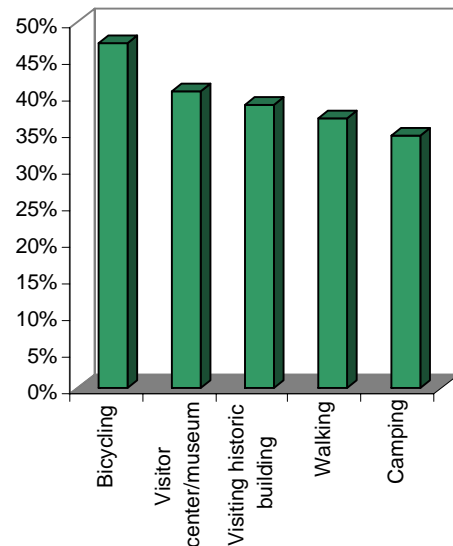


Deutschheim State Historic Site was an anomaly in the state park classification system. The majority of visitors to Deutschheim traveled more than a day's drive to visit the site, and the majority also indicated staying overnight during their visit. However, the site itself was not the primary destination of most of the visitors to the site. A large percentage of visitors to the historic site indicated they only found out about Deutschheim while visiting the Hermann area (Fredrickson & Vessell, 2001f), thus making Hermann the primary destination and the historic site a secondary destination for most visitors.

### **Recreation Activity Participation**

Although recreation activities differed across the seven parks and sites, several activities were common to many of the parks and sites. For example, 47.2% of all visitors surveyed indicated that they bicycled during their visits, 40.7% said they visited the visitor center or museum located within some of the parks and sites, 38.7% said they visited a historic building, and 36.9% said they walked during their visits. Thirty-four percent (34.4%) of visitors reported camping during their visits, 27.9% reported viewing wildlife, and 26.9% participated in fishing. Other activities in which visitors participated were hiking (25.2%), swimming (24.8%), picnicking (24.5%), studying nature (12.1%), running or jogging (11.5%), boating (8.0%), attending a special event (5.9%), attending a naturalist-led program (5.6%), and horseback riding (1.8%). Figure 8 shows the percentage of participation in the five highest recreational activities.

**Figure 8. Participation in Recreational Activities**



Of note is the small number of visitors who reported attending a naturalist-led program. Of the seven parks and sites surveyed, only Mark Twain State Park and Roaring River State Park offered naturalist-led programs. However, when asked how satisfied they were with the programs provided at these parks, a majority (69.3%) of visitors to the two parks didn't know how to rate how satisfied they were. These results combined with the low number of visitors attending nature programs suggest that visitors are not aware of the nature programs and thus do not attend them.

## SATISFACTION MEASURES

### *Overall Satisfaction*

When asked about their overall satisfaction with their visit, 1% of visitors reported being dissatisfied or very dissatisfied with their visit, whereas 30.1% of visitors were satisfied and 68.9% were very satisfied. Visitors' mean score for overall satisfaction was 3.68, based on a 4.0 scale with 4 being very satisfied and 1 being very dissatisfied. The mean scores for overall satisfaction between the seven parks and sites ranged from 3.87 to 3.55.

Overall, there was no significant difference in satisfaction between

weekend and weekday visitors, with mean overall satisfaction scores of 3.67 and 3.69. Nor was there any difference in overall satisfaction between overnight visitors and day-users. First time visitors were significantly ( $p < .01$ ) more satisfied with their visitors than repeat visitors, with an overall satisfaction score of 3.73 compared to 3.65.

Management should be commended that 99% of visitors reported being satisfied or very satisfied with their visits. Williams (1989) states that visitor satisfaction with previous visits is a key component of repeat visitation. The high percentage of repeat visitation (64.6%) combined with their positive comments provide evidence that Missouri State Park visitors are indeed satisfied with their park experiences.

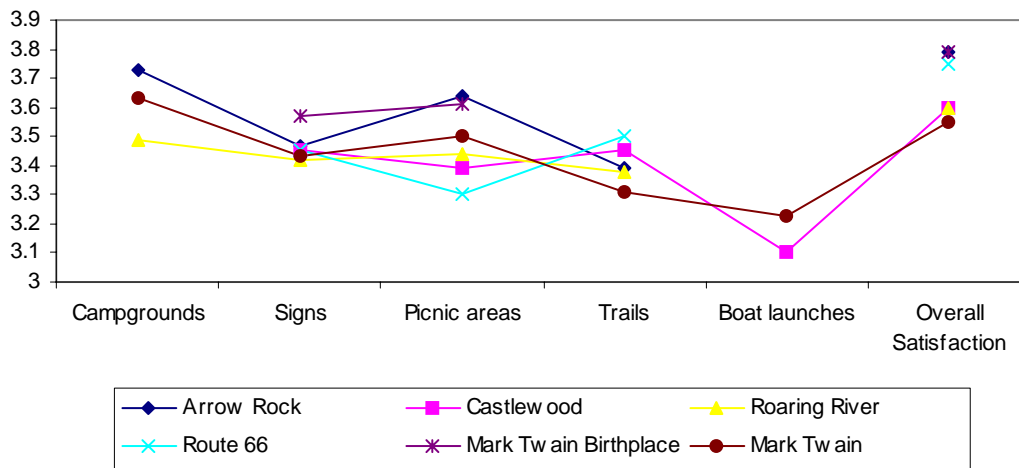
### *Satisfaction with Park Features*

Visitors to each of the state parks and historic sites were asked to express their satisfaction with various park and site features. Although these features differed at each of the parks and sites, several features were common to most of the areas: campgrounds, picnic areas, park and site signs, trails, and boat launches. Table 3 lists the mean satisfaction scores of these features for each park and site. Figure 9 represents the satisfaction scores for each park and

**Table 3. Satisfaction of Features for Each Park and Site**

|                       | Camp-grounds | Signs       | Picnic Areas | Trails      | Boat Ramps  |
|-----------------------|--------------|-------------|--------------|-------------|-------------|
| Arrow Rock            | 3.73         | 3.47        | 3.64         | 3.39        |             |
| Castlewood            |              | 3.45        | 3.39         | 3.45        | 3.10        |
| Roaring River         | 3.49         | 3.42        | 3.44         | 3.38        |             |
| Route 66              |              | 3.45        | 3.30         | 3.50        |             |
| Mark Twain Birthplace |              | 3.57        | 3.61         |             | 3.23        |
| Mark Twain            | 3.63         | 3.43        | 3.50         | 3.31        |             |
| <b>Overall</b>        | <b>3.56</b>  | <b>3.46</b> | <b>3.44</b>  | <b>3.42</b> | <b>3.16</b> |

**Figure 9. Satisfaction With Park and Site Features (By Park and Site)**



site, as well as overall satisfaction for each park and site. Overall, campgrounds were given the highest satisfaction score (3.56) and boat launches were given the lowest (3.16). There were no significant differences between weekend and weekday visitors and their satisfaction ratings of the various park and site features, nor were there any differences between overnight visitors and day-users. There was a significant difference ( $p < .01$ ), however, between first time and repeat visitors. First time visitors were significantly more satisfied (3.53) than repeat visitors (3.41) regarding the picnic areas.

The differences in overall satisfaction and picnic area satisfaction between first time and repeat visitors may suggest that repeat visitors might be noticing a decline in quality of care at the parks and sites. However, first time visitors do not have a frame of reference or previous experience on which to base expectations, perhaps contributing to their higher satisfaction ratings. Also, repeat visitors can develop a sense of

ownership to an area and can be more sensitive to perceived changes in area features, particularly if expectations in use levels are exceeded (Armistead & Ramthun, 1995). For instance, repeat visitors felt significantly ( $p < .001$ ) more crowded than first time visitors. This higher perception of crowding may contribute to repeat visitors' lower satisfaction ratings.

### PERFORMANCE RATING

Visitors to the seven parks and sites were asked to rate the performance of each regarding certain attributes: being free of litter and trash, having clean restrooms, upkeep of facilities, having helpful and friendly staff, accessibility for disabled visitors, caring for the natural resources, caring for the cultural resources, providing nature programs or nature displays/information, and being safe. Table 4 lists the mean performance scores of the attributes for each park and site, and Figure 10 illustrates these scores by park and site. Overall, caring for the cultural resources was given the

**Table 4. Performance Scores of Specific Park and Site Attributes**

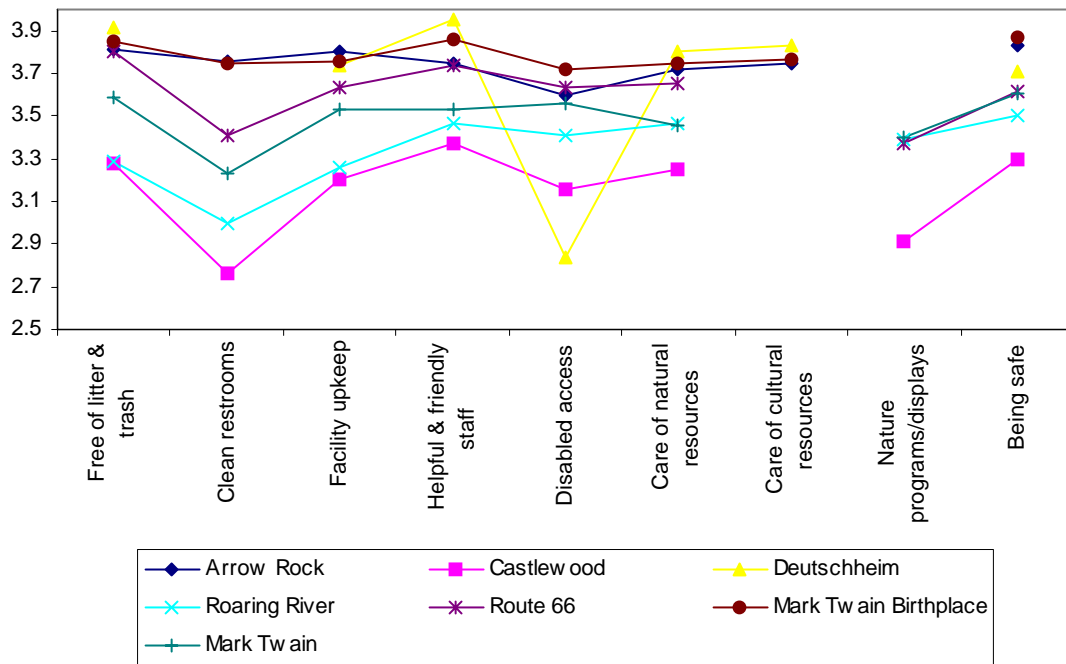
|                            | Arrow Rock | Castlewood | Deutschheim | Roaring River | Route 66 | Mark Twain Birthplace | Mark Twain | Overall     |
|----------------------------|------------|------------|-------------|---------------|----------|-----------------------|------------|-------------|
| Free of litter/trash       | 3.81       | 3.28       | 3.92        | 3.29          | 3.80     | 3.85                  | 3.59       | <b>3.55</b> |
| Clean restrooms            | 3.76       | 2.76       |             | 3.00          | 3.41     | 3.75                  | 3.23       | <b>3.23</b> |
| Upkeep of facilities       | 3.80       | 3.20       | 3.74        | 3.27          | 3.63     | 3.76                  | 3.53       | <b>3.53</b> |
| Helpful/friendly staff     | 3.75       | 3.37       | 3.95        | 3.47          | 3.74     | 3.86                  | 3.53       | <b>3.62</b> |
| Disabled access            | 3.60       | 3.16       | 2.84        | 3.41          | 3.63     | 3.72                  | 3.56       | <b>3.45</b> |
| Care of natural resources  | 3.72       | 3.25       | 3.80        | 3.47          | 3.65     | 3.75                  | 3.46       | <b>3.52</b> |
| Care of cultural resources | 3.75       |            | 3.83        |               |          | 3.77                  |            | <b>3.78</b> |
| Nature programs/displays   |            | 2.91       |             | 3.39          | 3.37     |                       | 3.40       | <b>3.23</b> |
| Being safe                 | 3.83       | 3.30       | 3.71        | 3.50          | 3.62     | 3.87                  | 3.61       | <b>3.58</b> |

highest performance rating while providing nature programs and/or displays was given the lowest rating.

There were significant differences between first time and repeat visitors and their performance ratings of the park and site attributes. First time visitors gave significantly higher ( $p < .01$ ) performance ratings to the parks and sites being free

of litter and trash, to the parks and sites having clean restrooms, to upkeep of the facilities, to having helpful and friendly staff, to caring for the natural resources, to providing nature programs and/or displays, and to being safe. As suggested previously, the differences in ratings between first time and repeat visitors may be due in part to first time visitors not having past experiences on

**Figure 10. Performance Ratings of All Visitors (By Park and Site)**



which to base performance ratings. The differences may also be due in part to the sense of ownership repeat visitors may feel for an area, thus causing them to be more sensitive or critical to perceived changes in quality of care.

There were also significant differences ( $p < .05$ ) in performance ratings between overnight visitors and day-users. For instance, day-users gave higher performance ratings to the parks and sites being free of litter and trash than overnight visitors. Overnight visitors, particularly campers, tend to generate more trash than day-users and thus may more readily notice full or overflowing trash receptacles, contributing to a lower performance rating in this area.

Overnight visitors, however, gave higher performance ratings than day-users to disabled accessibility, providing nature programs and/or displays, and being safe. For those parks and sites with campgrounds, disabled accessible campsites are prominently marked, whereas disabled accessible areas within day-use facilities may not be as noticeable, thus contributing to the lower rating given by day-users to disabled accessibility. The lower performance rating given to nature programs and/or displays may be due in part to the low percentage of participation by visitors in the nature programs. The majority (80.0%) of visitors who reported attending a nature program also reported camping in the parks or sites, suggesting that campers are the visitors most likely to attend nature programs. And finally, the difference in safety ratings may be explained by the fact that campground hosts and staff frequently patrol park and site campgrounds and are highly visible to campers, whereas day-users using the

other recreational areas might not encounter staff as frequently.

Significant differences ( $p < .05$ ) were also found between weekend and weekday visitors. Weekday visitors had significantly higher ( $p < .05$ ) performance ratings than weekend visitors regarding helpful and friendly staff and caring for the cultural resources. The lower performance rating given by weekend visitors regarding helpful and friendly staff may be influenced by the limited visual frequency and availability of park staff during the weekends.

A possible contributing factor to the low rating given by weekend visitors to caring for the cultural resources may be the multiple interpretations visitors ascribe to the word “cultural”. It is recommended that the phrase “caring for the cultural resources” be reworded to “caring for the historical/cultural resources” for future studies. It is also recommended that this result be monitored over a period of time to determine if this particular response is repeated.

A second possibility contributing to the lower rating given by weekend visitors to caring for the cultural resources may be a function of where the three historic sites are located and whether the historic sites are primary or secondary destinations to weekend visitors. All three historic sites are located in areas that provide other recreational opportunities. For example, the town of Arrow Rock offers the Lyceum Theatre, many antique and specialty shops, restaurants, etc. that compete for use with the historic site, particularly on the weekends. Deutschheim State Historic Site is also located in an area (Hermann)



that provides many other attractions. In fact, visitors to Deutschheim reported that the site was not their primary destination (Fredrickson & Vessell, 2001f) but a destination discovered only after visiting the Hermann area. Mark Twain Birthplace State Historic Site, located on Mark Twain Lake, may also be a secondary destination to weekend visitors participating in other area activities such as boating, fishing, swimming, etc.

### IMPORTANCE-PERFORMANCE MEASURES

The Importance-Performance (I-P) Analysis was used to analyze the performance and importance ratings given by visitors to nine park and site attributes. Mean scores were calculated for the responses of the two questions regarding visitors' ratings of the performance and importance of the parks and sites being free of litter and trash, having clean restrooms, upkeep of park facilities, having helpful and friendly staff, providing disabled access, caring for the natural resources, caring for the

cultural resources, providing nature programs and/or displays, and being safe. Table 5 lists the scores of these attributes, which were based on a 4.0 scale of 4 being excellent and 1 being poor, and 4 being very important and 1 being very unimportant.

Figure 11 shows the Importance-Performance (I-P) Matrix. The crosshairs were set at the overall mean (3.53) of the performance scores and at the overall mean (3.68) of the importance scores. The mean scores were plotted on the I-P Matrix to illustrate the relative performance and importance ratings of the attributes by park and site visitors.

The I-P Matrix is divided into four quadrants to provide a guide to aid in possible management decisions. For example, the upper right quadrant is labeled "high importance, high performance" and indicates the attributes in which visitors feel the parks are doing a good job. The upper left quadrant indicates the characteristics on which management may need to focus

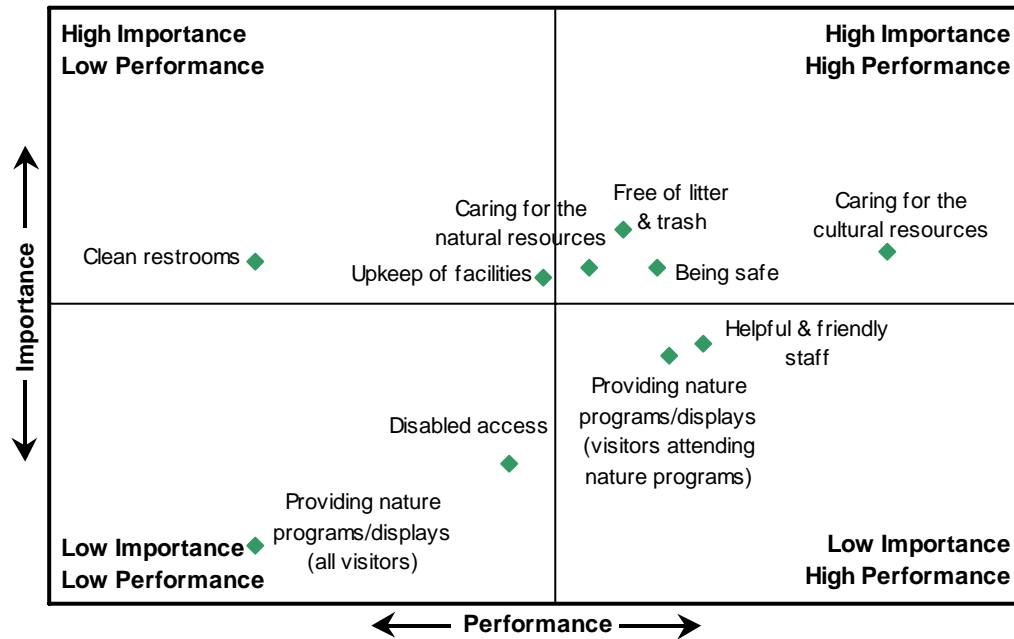
**Table 5. Mean Performance and Importance Scores for Park and Site Attributes**

| Attribute   | Mean Performance Score* | Mean Importance Score* |
|---|-------------------------|------------------------|
| A. Being free of litter/trash                       | 3.55                    | 3.82                   |
| B. Having clean restrooms                           | 3.23                    | 3.76                   |
| C. Upkeep of park facilities                        | 3.48                    | 3.73                   |
| D. Having helpful & friendly staff                  | 3.62                    | 3.60                   |
| E. Access for persons with disabilities             | 3.45                    | 3.37                   |
| F. Caring for the natural resources                 | 3.52                    | 3.75                   |
| G. Caring for the cultural resources                | 3.78                    | 3.78                   |
| H <sub>1</sub> . Providing nature programs/displays | 3.23                    | 3.21                   |
| H <sub>2</sub> . Providing nature programs/displays | 3.59                    | 3.58                   |
| I. Being safe                                       | 3.58                    | 3.75                   |

H<sub>1</sub> = All visitors      H<sub>2</sub> = Visitors attending nature programs

\* 1 = poor performance or low importance rating, 4 = excellent performance or high importance rating

**Figure 11. Importance-Performance Matrix of Park and Site Attributes**



attention, because these are attributes that are important to visitors but were given lower performance ratings. The lower left and right quadrants are less of a concern for managers because they exhibit attributes that are not as important to visitors.

Overall, the seven parks and sites were given high importance and performance ratings for caring for the cultural resources (historic sites only), being safe, being free of litter and trash, and caring for the natural resources. Management should be commended for the high ratings given to these characteristics, particularly safety.

Visitors gave restroom cleanliness and facility upkeep high importance ratings but low performance ratings. Restroom cleanliness and facility upkeep are often given lower ratings by visitors to state parks (Fredrickson & Vessell, 2000a), and could be a result of the large number of visitors to Missouri state parks and

historic sites each year. Restroom cleanliness is also often a function of the type of visitor and where the restroom is located (Fredrickson & Vessell, 2001b and 2000e). For instance, visitors to day-use areas with pit toilets tend to rate restrooms lower than visitors to campgrounds or visitor centers, where flush toilets are more likely to be provided.

An interesting result is the high performance but lower performance rating given by visitors attending nature programs. As discussed previously, the majority of visitors attending nature programs were campers. Nature programs may not be a dominant expectation of campers in state park campgrounds, and so may not be as important to them as facility upkeep, clean restrooms, and safety. However, these results do not include the opinions of a primary beneficiary of nature programs: children. It is often the children who prompt adult participation

in nature programs; however, the results of this study reflect only the opinions of adult visitors and may be discounting the importance of nature programs to the children who visit state parks.

### CROWDING

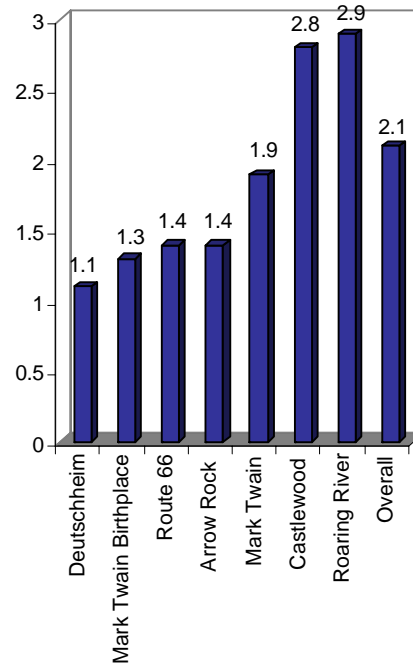
Visitors to each of the seven state parks and historic sites were asked how crowded they felt during their visit. The following nine-point scale was used to determine visitors' perceptions of crowding:

|            |   |          |   |   |            |   |   |           |
|------------|---|----------|---|---|------------|---|---|-----------|
| 1          | 2 | 3        | 4 | 5 | 6          | 7 | 8 | 9         |
| Not at all |   | Slightly |   |   | Moderately |   |   | Extremely |
| Crowded    |   | Crowded  |   |   | Crowded    |   |   | Crowded   |

Visitors' overall mean response to this question was 2.1. Scores ranged from 1.1 (Deutschheim State Historic Site) to 2.9 (Roaring River State Park). Figure 12 shows the mean crowded score for each park. Overall crowding scores were low at even the parks that experience heavier use (Roaring River and Castlewood). Although crowding does not appear to be an issue at even the parks that experience heavier use, visitors to these parks may be more tolerant of greater use levels, having displaced visitors more sensitive to crowding. Research has suggested that as use levels increase, some recreationists become dissatisfied and alter their use patterns to avoid crowding, oftentimes visiting other, less-crowded facilities instead (Manning, 1999).

While crowding was not a concern at all of the state parks and historic sites, overall it was an issue identified by many visitors as over a third (36.6%) of the visitors reported feeling some degree of crowding. Crowding is a perceptual

**Figure 12. Mean Crowded Scores of Each Park and Site**

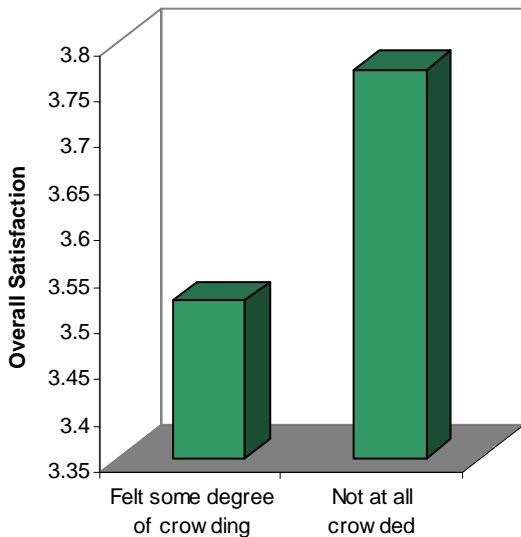


construct not always explained by the number or density of other visitors. Expectations of visitor numbers, the behavior of other visitors, and visitors' perceptions of resource degradation all play a significant role in crowding perceptions (Armistead & Ramthun, 1995; Peine et al., 1999). Although there were no significant differences in perceptions of crowding between weekend and weekday visitors, repeat visitors were significantly ( $p < .001$ ) more crowded (2.3) than first time visitors (1.7). Overnight visitors were also significantly ( $p < .001$ ) more crowded (2.6) than day-users (1.5). Visitors who felt some degree of crowding also gave significantly ( $p < .001$ ) lower performance ratings regarding care of the natural resources (3.34) than visitors who were not at all crowded (3.63).

Particularly because visitors' perceptions of crowding can influence their overall

satisfaction (Armistead & Ramthun, 1995), comparisons were made to determine if there were significant differences in overall satisfaction between visitors who felt some degree of crowding and those visitors who were not at all crowded (Figure 13). Visitors who felt crowded had a significantly lower ( $p < .001$ ) overall satisfaction rating (3.52) than visitors who were not crowded (3.77).

**Figure 13. Overall Satisfaction is Lower for Those Who Felt Crowded**



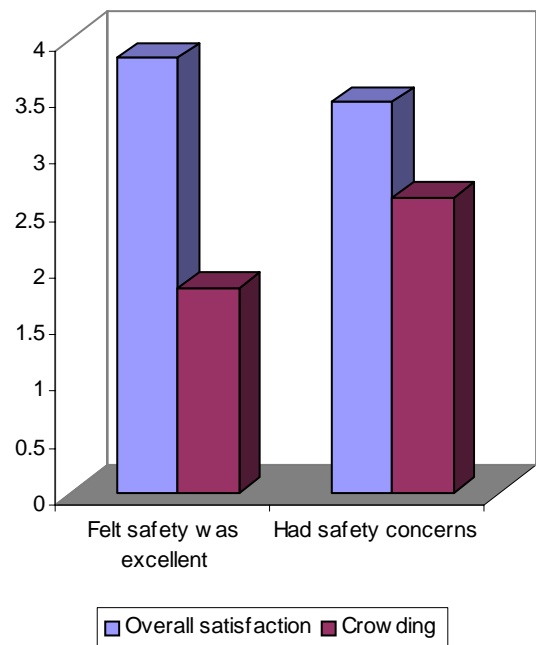
As perceptions of crowding are inversely related to overall satisfaction, park and site managers should address the issue of crowding. One option is to review comments from the individual parks and sites relating to crowding and consider options that would reduce crowding perceptions. Further study could also determine if crowding perceptions at the parks and sites are due to the number of people or perhaps the behavior of the visitors in the parks and sites.

## SAFETY CONCERNS OF VISITORS

Almost two-thirds (63.9%) of visitors across the seven state parks and historic sites rated safety excellent. Safety was given a high importance, high performance rating on the I-P Matrix. Park and site managers should be commended for providing an atmosphere in which visitors feel safe. However, managers should not dismiss safety concerns of visitors. One-third (36.1%) of visitors did not give the parks and sites they visited an excellent rating regarding safety.

This is especially important as visitors with safety concerns had significantly lower ( $p < .01$ ) overall satisfaction ratings, higher perceptions of crowding, lower satisfaction ratings of park and site features, and lower performance ratings than visitors who felt safety to be excellent. Figure 14 shows the differences in overall satisfaction and

**Figure 14. Levels of Satisfaction and Crowding by Safety Concerns**



perceptions of crowding between visitors who felt safety was excellent and visitors who had safety concerns.

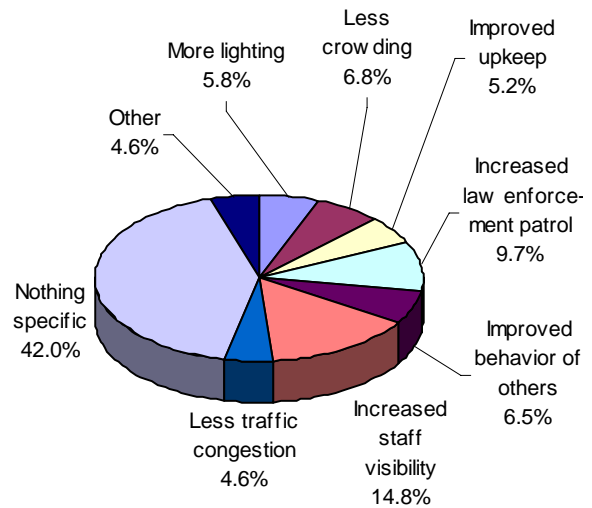
Visitors were also given a list of nine attributes and were asked to indicate which of the nine would most increase their feeling of safety at the parks and sites. Although instructed to select only one attribute, many visitors selected more than one; consequently, 1,313 responses were given by 1,108 respondents. Figure 15 shows the percentage of responses given by visitors. Although most (42.0%) felt that nothing specific would increase their feeling of safety, one-fourth (24.5%) felt that increased visibility of park staff and increased law enforcement patrol were the two attributes that would most increase their feeling of safety.

To address the safety concerns of state park and historic site visitors, one recommendation would be to examine the comments relating to safety from each of the seven parks and sites. Additional research could also focus on the effectiveness of approaches that address visitor safety perceptions, such as an increased or more visible patrol by park staff or park rangers.

#### **VISITORS' SOURCES OF INFORMATION ABOUT MISSOURI STATE PARKS AND HISTORIC SITES**

Visitors to each of the seven state parks and historic sites were asked to indicate how much information they receive from nine information sources regarding Missouri state parks and historic sites. Word of mouth from friends or relatives was the most frequently cited source of information, with 83.8% of the visitors responding to this question reporting they received some or lots of

**Figure 15. Percentage of Safety Attributes Chosen by Visitors**



information through this medium. The second most frequent source of information is from brochures, pamphlets, or other printed material. Sixty-two (62.1%) of visitors answering this question indicated receiving some or lots of information from this source.

Visitors were also asked how often they use the Internet when planning a trip or vacation. Forty-one percent (41.4%) of visitors frequently use the Internet, 15.5% always use it, 21.7% rarely use it, and 21.4% never use it when planning a trip or vacation. Although only 38.5% of visitors cited the Internet as a major source of information about state parks and historic sites, the 56.9% who frequently or always use it when planning a trip or vacation suggest that the Internet can become a useful promotional tool for state parks and historic sites.

## **HOW MUCH VISITORS VALUE MISSOURI STATE PARKS AND HISTORIC SITES**

For the first time, the researchers have attempted to investigate the value that visitors attribute to a site visit. Literature has stated that the value a visitor places on a recreation opportunity is often difficult to measure with confidence and accuracy (Bergstrom & Loomis, 1999; Manning, 1999), and the researchers believe that our initial attempt at attributing a value perspective did not prove beneficial. At several of the parks and sites, visitors interpreted the value question to mean how much they would be willing to pay a day to visit the parks and sites rather than how valuable these parks and sites are to them. The researchers believe that visitors' misinterpretation of the question was affected by the wording of the question, and suggest that the question be reworded in future studies to avoid confusion and misinterpretation.

Visitors were asked to place a value on the overall recreational opportunity offered in a visit to the individual parks and sites, and were given four choices: \$3.00 a day, \$5.00 a day, \$7.00 a day, or any other value. The majority (42.2%) of visitors responding to this question indicated a value of \$3.00 a day, while 31.7% indicated a value of \$5.00 a day, 14.1% indicated a value of \$7.00 a day, and 12.0% indicated some other value. Of those indicating some other value, the majority (44.6%) indicated a value of \$0.00 per day, while 16.5% indicated a value of \$1.00 per day, and 15.7% indicated a value of \$10.00 per day.

## **RESEARCH RECOMMENDATIONS**

The results of the present study serve as baseline visitor information for Arrow Rock State Historic Site, Castlewood State Park, Deutschheim State Historic Site, Roaring River State Park, Route 66 State Park, Mark Twain Birthplace State Historic Site, and Mark Twain State Park. The frequency and percentage calculations of survey responses from each of the seven state parks and historic sites provide useful information concerning socio-demographic characteristics, use patterns, and satisfaction of Missouri state park visitors. In addition, the "sub-analysis" of data is important in identifying implications for management at each of these parks. (The sub-analysis conducted for each survey included comparisons using t-tests, Chi-square, and ANOVA between selected groups and the Importance-Performance Analysis.) Additional relevant information may be determined from further sub-analysis of existing data. Therefore, it is recommended additional sub-analysis be conducted to provide even greater insight to management at each of the seven parks and sites.

Data collection should be on a continuum (Peine et al., 1999), which is why additional visitor surveys at the seven state parks and historic sites should also be conducted on a regular basis (e.g., every three, four, or five years). Future studies can identify changes and trends in socio-demographic characteristics, use patterns, and visitors' satisfaction. User studies at these parks and sites might also be conducted during other seasons of the year for comparison between seasonal visitors.

The methodology used in this study serves as a standard survey procedure that the DSP can use in the future. Because consistency should be built into the design of the survey instrument, sampling strategy, and data analysis (Peine et al., 1999), other Missouri state

parks and historic sites should be surveyed similarly to provide valid results for comparisons of visitor information between parks and sites, or to measure change over time in other parks and sites.

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**Appendix A. 2000 Missouri State Park and Historic Site  
Visitor Surveys**



## Arrow Rock State Historic Site



The Missouri Department of Natural Resources and the University of Missouri are seeking your evaluation of Arrow Rock State Historic Site. This survey is voluntary and completely anonymous. Your cooperation is important in helping us make decisions about managing this site. Thank you for your time.

1. **Is this your first visit to Arrow Rock State Historic Site?** (Check only one box.) ☐ yes ☐ no If no, about how many times have you visited the park in the past year? \_\_\_\_\_

2. **During this visit to Arrow Rock State Historic Site, are you staying overnight?**  
☐ yes If yes, how many nights are you staying? \_\_\_\_\_  
☐ no (If no, skip to question 4.)

3. **If staying overnight, where are you staying?**

☐ campground in Arrow Rock State Historic Site  
☐ nearby lodging facilities  
☐ nearby bed and breakfast  
☐ nearby campground  
☐ friends/relatives  
☐ other (Please specify.) \_\_\_\_\_

4. **Who did you come to Arrow Rock State Historic Site with during this visit?** (Check only one box.)

☐ I came alone ☐ family & friends ☐ club or organized group  
☐ family ☐ friends ☐ other (Please specify.) \_\_\_\_\_

5. **If you did not arrive on a tour bus, please indicate the number of people you brought with you in your personal vehicle.**

☐ I came by tour bus  
☐ I came by personal vehicle adults \_\_\_\_\_ children \_\_\_\_\_

6. **Which recreational activities are you engaging in during your visit to Arrow Rock State Historic Site?** (Check all that apply.)

☐ picnicking ☐ Friends of Arrow Rock Historic Walking Tour  
☐ fishing ☐ self-guided tour of historic buildings  
☐ camping ☐ attending Lyceum Theatre production  
☐ hiking ☐ shopping in Arrow Rock  
☐ walking ☐ dining at the Old Tavern  
☐ viewing wildlife ☐ visiting Sappington Cemetery State Historic Site  
☐ studying nature ☐ visiting Boone's Lick State Historic Site  
☐ visiting visitor center ☐ other (Please specify.) \_\_\_\_\_  
☐ attending special event \_\_\_\_\_

7. **How satisfied are you with each of the following at Arrow Rock State Historic Site?** (Check one box for each feature.)

|                              | Very Satisfied        | Satisfied             | Dissatisfied          | Very Dissatisfied     | Don't Know            |
|------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| a. campground                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| b. site signs                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| c. picnic areas              | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| d. visitor center            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| e. The Old Tavern restaurant | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| f. hiking trail              | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

8. **How do you rate Arrow Rock State Historic Site on each of the following?** (Check one box for each feature.)

|   | Excellent             | Good                  | Fair                  | Poor                  | Don't Know            |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| a. being free of litter & trash         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| b. having clean restrooms               | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| c. upkeep of site facilities            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| d. having helpful & friendly staff      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| e. access for persons with disabilities | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| f. caring for the natural resources     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| g. caring for the cultural resources    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| h. being safe                           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

9. **If you did not rate the site as excellent on being safe, what influenced your rating?** \_\_\_\_\_

10. **Which of the following would most increase your feeling of being safe at Arrow Rock State Historic Site?** (Check only one box.)

☐ more lighting ☐ improved behavior of others  
where? \_\_\_\_\_ ☐ increased visibility of site staff  
☐ less crowding ☐ less traffic congestion  
☐ improved upkeep of facilities ☐ nothing specific  
☐ increased law enforcement patrol ☐ other (Please specify.) \_\_\_\_\_

11. **During this visit, how crowded did you feel?** (Circle one number.)

1 2 3 4 5 6 7 8 9  
Not at all Slightly Moderately Extremely  
Crowded Crowded Crowded Crowded

12. **If you felt crowded on this visit, where did you feel crowded?**

\_\_\_\_\_  
\_\_\_\_\_



PLEASE TURN SURVEY OVER.



13. Overall, how satisfied are you with this visit to Arrow Rock State Historic Site? (Check only one box.)

Very Satisfied      Satisfied      Dissatisfied      Very Dissatisfied  
☐      ☐      ☐      ☐

14. When visiting any state park or historic site, how important is each of these items to you? (Check only one box for each feature.)

|   | Very Important        | Important             | Unimportant           | Very Unimportant      | Don't Know            |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| a. being free of litter & trash         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| b. having clean restrooms               | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| c. upkeep of site facilities            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| d. having helpful & friendly staff      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| e. access for persons with disabilities | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| f. caring for the natural resources     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| g. caring for the cultural resources    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| h. being safe                           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

15. Do you support setting aside at least 50% of all campsites in a reservation system in order to reserve a site? ☐ yes ☐ no

16. When reserving a campsite, would you be willing to pay a reservation fee not to exceed \$7.00? ☐ yes ☐ no

17. What is the value of Missouri state parks and historic sites? We are often asked this question. As you know, Missouri state parks and historic sites are funded through a one-tenth cent sales tax approved by the voters. We are interested in what you think. What value would you place on the overall recreation opportunity offered in a visit to this site?

☐ \$3 per day      ☐ \$5 per day      ☐ \$7 per day      ☐ other \$ \_\_\_\_\_

18. How do you typically receive information about Arrow Rock State Historic Site or other Missouri state parks and historic sites? Please indicate how much information you receive from the following sources:

|  | None                  | Some                  | Lots                  | Don't Know            |
|--|-----------------------|-----------------------|-----------------------|-----------------------|
| a. Internet  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| b. magazines                                       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| c. newspapers                                      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| d. direct mail                                     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| e. brochures, pamphlets, or other printed material | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| f. radio   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| g. television                                      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| h. word of mouth, relatives, friends, etc.         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| i. other (Please specify.) _____                   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

19. If you have access to the Internet, how often do you use the Internet when planning a trip or vacation? (Check only one box.)

☐ never      ☐ frequently  
☐ rarely      ☐ always

20. What is your age? \_\_\_\_\_ 21. Gender? ☐ female ☐ male

22. What is the highest level of education you have completed? (Check only one box.)

☐ grade school      ☐ vocational school      ☐ graduate of 4-year college  
☐ high school      ☐ some college      ☐ advanced graduate degree

23. What is your primary occupation? (Check only one box.)

☐ homemaker      ☐ professional/technical  
☐ self-employed      ☐ retired  
☐ service-based employee      ☐ student  
☐ manufacturing-based employee      ☐ other (Please specify.) \_\_\_\_\_

24. What is your household composition? (Check only one box.)

☐ single with no children      ☐ married with children living at home  
☐ single with children      ☐ married with children grown  
☐ married with no children      ☐ other (Please specify.) \_\_\_\_\_

25. What is your ethnic origin? (Check only one box.)

☐ African American      ☐ Asian      ☐ White  
☐ American Indian      ☐ Hispanic      ☐ other (Please specify.) \_\_\_\_\_

26. What is your 5-digit zip code (or country of residence, if you live outside the U.S.)? \_\_\_\_\_

27. What is your annual household income? (Check only one box.)

☐ less than \$25,000      ☐ \$50,001 - \$75,000  
☐ \$25,000 - \$50,000      ☐ over \$75,000

28. Please write any additional comments about your site visit or suggestions on how the Missouri Department of Natural Resources can make your experience at Arrow Rock State Historic Site a better one.

THANK YOU FOR YOUR HELP.  
YOU ARE ALWAYS WELCOME IN MISSOURI STATE PARKS.



## Castlewood State Park



The Missouri Department of Natural Resources and the University of Missouri are seeking your evaluation of Castlewood State Park. This survey is voluntary and completely anonymous. Your cooperation is important in helping us make decisions about managing this park. Thank you for your time.

**1. Is this your first visit to Castlewood State Park?** *(Check only one box.)*

☐ yes

☐ no **If no, about how many times have you visited the park in the past year?** \_\_\_\_\_

**2. Who did you come to Castlewood State Park with during this visit?** *(Check only one box.)*

☐ I came alone

☐ family & friends

☐ club or organized group

☐ family

☐ friends

☐ other *(Please specify.)* \_\_\_\_\_

**3. Did you bring a pet with you during this visit?** ☐ yes ☐ no

**4. Which recreational activities are you engaging in during your visit to Castlewood State Park?** *(Check all that apply.)*

☐ picnicking

☐ bicycling

☐ horseback riding

☐ fishing

☐ running/jogging

☐ attending a special event

☐ hiking

☐ viewing wildlife

☐ other *(Please specify.)* \_\_\_\_\_

☐ walking

☐ studying nature

☐ rollerblading

☐ canoeing or boating

**5. How satisfied are you with each of the following at Castlewood State Park?** *(Check one box for each feature.)*

Very Satisfied   Satisfied   Dissatisfied   Very Dissatisfied   Don't Know

a. park signs ☐ ☐ ☐ ☐ ☐

b. picnic areas ☐ ☐ ☐ ☐ ☐

c. boat launches ☐ ☐ ☐ ☐ ☐

d. trails ☐ ☐ ☐ ☐ ☐

**6. Have you had a positive or a negative experience with a domestic animal (dog, cat, horse, etc.) during your visit at Castlewood State Park?**

☐ positive

☐ negative

☐ no experience

**7. If you encountered a domestic animal during your visit, please describe your experience.** \_\_\_\_\_

**8. How do you rate Castlewood State Park on each of the following?**

*(Check one box for each feature.)*

|   | Excellent                | Good                     | Fair                     | Poor                     | Don't Know               |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| a. being free of litter & trash         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. having clean restrooms               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. upkeep of park facilities            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. having helpful & friendly staff      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. access for persons with disabilities | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f. caring for the natural resources     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| g. providing nature displays            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| h. being safe                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**9. If you did not rate the park as excellent on being safe, what influenced your rating?** \_\_\_\_\_

**10. Which of the following would most increase your feeling of being safe at Castlewood State Park?** *(Check only one box.)*

☐ more lighting

☐ improved behavior of others

where? \_\_\_\_\_

☐ increased visibility of park staff

☐ less crowding

☐ less traffic congestion

☐ improved upkeep of facilities

☐ nothing specific

☐ increased law enforcement patrol

☐ other *(Please specify.)* \_\_\_\_\_

**11. During this visit, how crowded did you feel?** *(Circle one number.)*

1      2      3      4      5      6      7      8      9  
Not at all      Slightly      Moderately      Extremely  
Crowded      Crowded      Crowded      Crowded

**12. If you felt crowded on this visit, where did you feel crowded?** \_\_\_\_\_

**13. Overall, how satisfied are you with this visit to Castlewood State Park?** *(Check only one box.)*

Very Satisfied

☐

Satisfied ☐

Dissatisfied ☐

Very Dissatisfied

☐



PLEASE TURN SURVEY OVER.



14. When visiting any state park, how important is each of these items to you? (Check only one box for each feature.)

|   | Very<br>Important        | Important                | Unimportant              | Very<br>Unimportant      | Don't<br>Know            |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| a. being free of litter & trash         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. having clean restrooms               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. upkeep of park facilities            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. having helpful & friendly staff      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. access for persons with disabilities | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f. caring for the natural resources     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| g. providing nature displays            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| h. being safe                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

15. How do you typically receive information about Castlewood State Park or other Missouri state parks? Please indicate how much information you receive from the following sources:

|  | None                     | Some                     | Lots                     | Don't<br>Know            |
|--|--------------------------|--------------------------|--------------------------|--------------------------|
| a. Internet  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. magazines                                       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. newspapers                                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. direct mail                                     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. brochures, pamphlets, or other printed material | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f. radio   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| g. television                                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| h. word of mouth, relatives, friends, etc.         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| i. other (Please specify.) _____                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

16. If you have access to the Internet, how often do you use the Internet when planning a trip or vacation? (Check only one box.)

☐ never ☐ frequently  
☐ rarely ☐ always

17. What is the value of Missouri state parks and historic sites? We are often asked this question. As you know, Missouri state parks and historic sites are funded through a one-tenth cent Parks and Soils sales tax approved by the voters. We are interested in what you think. What value would you place on the overall recreation opportunity offered in a visit to this park?

☐ \$3 per day ☐ \$5 per day ☐ \$7 per day ☐ other \$ \_\_\_\_\_

18. What is your age? \_\_\_\_\_ 19. Gender? ☐ female ☐ male

20. What is the highest level of education you have completed? (Check only one box.)

☐ grade school ☐ vocational school ☐ graduate of 4-year college  
☐ high school ☐ some college ☐ advanced graduate degree

21. What is your primary occupation? (Check only one box.)

☐ homemaker ☐ retired  
☐ self-employed ☐ student  
☐ service-based employee ☐ other (Please specify.) \_\_\_\_\_  
☐ manufacturing-based employee \_\_\_\_\_

22. What is your household composition? (Check only one box.)

☐ single with no children ☐ married with children living at home  
☐ single with children ☐ married with children grown  
☐ married with no children ☐ other (Please specify.) \_\_\_\_\_

23. What is your ethnic origin? (Check only one box.)

☐ African American ☐ Asian ☐ White  
☐ American Indian ☐ Hispanic ☐ other (Please specify.) \_\_\_\_\_

24. What is your 5-digit zip code (or country of residence, if you live outside the U.S.)? \_\_\_\_\_

25. What is your annual household income? (Check only one box.)

☐ less than \$25,000 ☐ \$50,001 - \$75,000  
☐ \$25,000 - \$50,000 ☐ over \$75,000

26. Please write any additional comments about your park visit or suggestions on how the Missouri Department of Natural Resources can make your experience at Castlewood State Park a better one.

THANK YOU FOR YOUR HELP.  
YOU ARE ALWAYS WELCOME IN MISSOURI STATE PARKS.



## Deutschheim State Historic Site



The Missouri Department of Natural Resources and the University of Missouri are seeking your evaluation of Deutschheim State Historic Site. This survey is voluntary and completely anonymous. Your cooperation is important in helping us make decisions about managing this site. Thank you for your time.

1. **Is this your first visit to Deutschheim State Historic Site?** (Check only one box.)

☐ yes

☐ no      **If no, about how many times have you visited the site in the past?** \_\_\_\_\_

2. **During this visit to Deutschheim State Historic Site, are you staying overnight nearby?**

☐ yes      **If yes, how many nights are you staying?** \_\_\_\_\_

☐ no      (If no, skip to question 4.)

3. **If staying overnight, where are you staying?** (Check only one box.)

☐ nearby lodging facilities

☐ friends/relatives

☐ nearby bed & breakfast

☐ other (Please specify.)

☐ nearby campground

4. **Who did you come to Deutschheim State Historic Site with during this visit?** (Check only one box.)

☐ I came alone

☐ family & friends

☐ club or organized group

☐ family

☐ friends

☐ other (Please specify.)

5. **Please indicate the number of people you brought with you in your personal vehicle today.** adults \_\_\_\_\_ children \_\_\_\_\_

6. **Which best describes your visit to Deutschheim State Historic Site?** (Check only one box.)

☐ Deutschheim State Historic Site was the primary purpose of my visit

☐ Deutschheim State Historic Site is one among other destinations in the area

☐ I found out about Deutschheim State Historic Site while visiting the Hermann area

☐ other (Please specify.) \_\_\_\_\_

7. **How satisfied are you with each of the following at Deutschheim State Historic Site?** (Check one box for each feature.)

|   | Very Satisfied        | Satisfied             | Dissatisfied          | Very Dissatisfied     | Don't Know            |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| a. Strehly House & Winery displays & exhibits | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| b. Barn displays & exhibits                   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| c. Heritage Gardens                           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| d. Pommer-Gentner House displays & exhibits   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| e. Museum office                              | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| f. Museum shop                                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| g. Information provided by tour guide         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

8. **How do you rate Deutschheim State Historic Site on each of the following?** (Check one box for each feature.)

|   | Excellent             | Good                  | Fair                  | Poor                  | Don't Know            |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| a. being free of litter & trash         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| b. upkeep of site facilities            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| c. having helpful & friendly staff      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| d. access for persons with disabilities | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| e. caring for the natural resources     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| f. caring for the cultural resources    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| g. being safe                           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

9. **If you did not rate the site as excellent on being safe, what influenced your rating?** \_\_\_\_\_

10. **Which of the following would most increase your feeling of being safe at Deutschheim State Historic Site?** (Check only one box.)

☐ less crowding

☐ nothing specific

☐ improved upkeep of facilities

☐ other (Please specify.)

☐ improved behavior of others

11. **During this visit to Deutschheim State Historic Site, how crowded did you feel?** (Circle one number.)

|                    |   |                  |   |   |                    |   |   |                   |
|--------------------|---|------------------|---|---|--------------------|---|---|-------------------|
| 1                  | 2 | 3                | 4 | 5 | 6                  | 7 | 8 | 9                 |
| Not at all Crowded |   | Slightly Crowded |   |   | Moderately Crowded |   |   | Extremely Crowded |

12. **If you felt crowded on this visit, where did you feel crowded?**

\_\_\_\_\_  
\_\_\_\_\_  
PLEASE TURN SURVEY OVER.

13. Overall, how satisfied are you with this visit to Deutschheim State Historic Site? (Check only one box.)

|                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|
| Very Satisfied        | Satisfied             | Dissatisfied          | Very Dissatisfied     |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

14. When visiting any state park or historic site, how important is each of these items to you? (Check only one box for each feature.)

|   | Very Important        | Important             | Unimportant           | Very Unimportant      | Don't Know            |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| a. being free of litter & trash         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| b. upkeep of site facilities            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| c. having helpful & friendly staff      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| d. access for persons with disabilities | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| e. care of natural resources            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| f. care of cultural resources           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| g. being safe                           | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

15. How do you typically receive information about Deutschheim State Historic Site or other Missouri state parks and historic sites? Please indicate how much information you receive from the following sources:

|  | None                  | Some                  | Lots                  | Don't Know            |
|--|-----------------------|-----------------------|-----------------------|-----------------------|
| a. Internet  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| b. magazines                                       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| c. newspapers                                      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| d. direct mail                                     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| e. brochures, pamphlets, or other printed material | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| f. radio   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| g. television                                      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| h. word of mouth, relatives, friends, etc.         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| i. other (Please specify.) _____                   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

16. If you have access to the Internet, how often do you use the Internet when planning a trip or vacation? (Check only one box.)

|                              |                                  |
|------------------------------|----------------------------------|
| <input type="radio"/> never  | <input type="radio"/> frequently |
| <input type="radio"/> rarely | <input type="radio"/> always     |

17. What is the value of Missouri state parks and historic sites? We are often asked this question. As you know, Missouri state parks and historic sites are funded through a one-tenth cent Parks and Soils sales tax approved by the voters. We are interested in what you think. What value would you place on the overall recreation opportunity offered in a visit to this site?

☐ \$3 per day    ☐ \$5 per day    ☐ \$7 per day    ☐ other \$ \_\_\_\_\_

18. What is your age? \_\_\_\_\_ 19. Gender? ☐ female ☐ male

20. What is the highest level of education you have completed? (Check only one box.)

|                                    |   |  |
|------------------------------------|---|--|
| <input type="radio"/> grade school | <input type="radio"/> vocational school | <input type="radio"/> graduate of 4-year college |
| <input type="radio"/> high school  | <input type="radio"/> some college      | <input type="radio"/> advanced graduate degree   |

21. What is your primary occupation? (Check only one box.)

|  |   |
|--|---|
| <input type="radio"/> homemaker                    | <input type="radio"/> professional/technical        |
| <input type="radio"/> self-employed                | <input type="radio"/> retired                       |
| <input type="radio"/> service-based employee       | <input type="radio"/> student                       |
| <input type="radio"/> manufacturing-based employee | <input type="radio"/> other (Please specify.) _____ |

22. What is your household composition? (Check only one box.)

|  |  |
|--|--|
| <input type="radio"/> single with no children  | <input type="radio"/> married with children living at home |
| <input type="radio"/> single with children     | <input type="radio"/> married with children grown          |
| <input type="radio"/> married with no children | <input type="radio"/> other (Please specify.) _____        |

23. What is your ethnic origin? (Check only one box.)

|  |                                |   |
|--|--------------------------------|---|
| <input type="radio"/> African American | <input type="radio"/> Asian    | <input type="radio"/> White                         |
| <input type="radio"/> American Indian  | <input type="radio"/> Hispanic | <input type="radio"/> other (Please specify.) _____ |

24. What is your 5-digit zip code (or country of residence, if you live outside the U.S.)? \_\_\_\_\_

25. What is your annual household income? (Check only one box.)

|   |   |
|---|---|
| <input type="radio"/> less than \$25,000  | <input type="radio"/> \$50,001 - \$75,000 |
| <input type="radio"/> \$25,000 - \$50,000 | <input type="radio"/> over \$75,000       |

26. Please write any additional comments about your site visit or suggestions on how the Missouri Department of Natural Resources can make your experience at Deutschheim State Historic Site a better one.

THANK YOU FOR YOUR HELP.  
YOU ARE ALWAYS WELCOME IN MISSOURI STATE PARKS.





# Roaring River State Park



The Missouri Department of Natural Resources and the University of Missouri are seeking your evaluation of Roaring River State Park. This survey is voluntary and completely anonymous. Your cooperation is important in helping us make decisions about managing this park. Thank you for your time.

1. **Is this your first visit to Roaring River State Park?** *(Check only one box.)*  
☐ yes ☐ no **If no, about how many times have you visited the park in the past year?** \_\_\_\_\_

2. **During this visit to Roaring River State Park, are you staying overnight?**  
☐ yes **If yes, how many nights are you staying?** \_\_\_\_\_  
☐ no *(If no, skip to question 4.)*

3. **If staying overnight, where are you staying?**

- ☐ campground in Roaring River State Park  
☐ tent ☐ RV/trailer/camper/van conversion  
☐ cabin in Roaring River State Park  
☐ lodge in Roaring River State Park  
☐ nearby lodging facilities  
☐ nearby campground  
☐ friends/relatives  
☐ other *(Please specify.)* \_\_\_\_\_

4. **Who did you come to Roaring River State Park with during this visit?**  
*(Check only one box.)*

- ☐ I came alone ☐ family & friends ☐ club or organized group  
☐ family ☐ friends ☐ other *(Please specify.)* \_\_\_\_\_

5. **Please indicate the number of people you brought with you in your personal vehicle.** adults \_\_\_\_\_ children \_\_\_\_\_

6. **Did you bring a pet with you during this visit?** ☐ yes ☐ no

7. **Which recreational activities are you engaging in during your visit to Roaring River State Park?** *(Check all that apply.)*

- ☐ picnicking ☐ swimming in pool ☐ dining in lodge restaurant  
☐ fishing ☐ horseback riding ☐ attending naturalist-led program  
☐ camping ☐ horseback riding rental ☐ attending special event  
☐ hiking ☐ viewing wildlife ☐ other *(Please specify.)* \_\_\_\_\_  
☐ walking ☐ studying nature  
☐ boating ☐ canoeing/floating

8. **How satisfied are you with each of the following at Roaring River State Park?** *(Check one box for each feature.)*

|                            | Very Satisfied           | Satisfied                | Dissatisfied             | Very Dissatisfied        | Don't Know               |
|----------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| a. campground              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. park signs              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. picnic areas            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. park store              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. lodge restaurant        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f. lodge inn               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| g. rental cabins           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| h. riding stable           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| i. naturalist-led programs | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| j. trails                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

9. **How do you rate Roaring River State Park on each of the following?**  
*(Check one box for each feature.)*

|   | Excellent                | Good                     | Fair                     | Poor                     | Don't Know               |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| a. being free of litter & trash         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. having clean restrooms               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. upkeep of park facilities            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. having helpful & friendly staff      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. access for persons with disabilities | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f. caring for the natural resources     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| g. providing nature programs & displays | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| h. being safe                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

10. **If you did not rate the park as excellent on being safe, what influenced your rating?** \_\_\_\_\_

11. **Which of the following would most increase your feeling of being safe at Roaring River State Park?** *(Check only one box.)*

- ☐ more lighting where? \_\_\_\_\_ ☐ improved behavior of others  
☐ less crowding ☐ increased visibility of park staff  
☐ improved upkeep of facilities ☐ less traffic congestion  
☐ increased law enforcement patrol ☐ nothing specific  
☐ other *(Please specify.)* \_\_\_\_\_

12. **During this visit, how crowded did you feel?** *(Circle one number.)*

|                    |   |                  |   |   |                    |   |   |                   |
|--------------------|---|------------------|---|---|--------------------|---|---|-------------------|
| 1                  | 2 | 3                | 4 | 5 | 6                  | 7 | 8 | 9                 |
| Not at all Crowded |   | Slightly Crowded |   |   | Moderately Crowded |   |   | Extremely Crowded |

13. **If you felt crowded on this visit, where did you feel crowded?** \_\_\_\_\_



PLEASE TURN SURVEY OVER.



14. Have you had a positive or a negative experience with a domestic animal (dog, cat, horse, etc.) during your visit at Roaring River State Park?

☐ positive ☐ negative ☐ no experience

15. If you encountered a domestic animal during your visit, please describe your experience. \_\_\_\_\_

16. Overall, how satisfied are you with this visit to Roaring River State Park? (Check only one box.)

Very Satisfied ☐ Satisfied ☐ Dissatisfied ☐ Very Dissatisfied ☐

17. When visiting any state park, how important is each of these items to you? (Check only one box for each feature.)

|   | Very Important           | Important                | Unimportant              | Very Unimportant         | Don't Know               |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| a. being free of litter & trash         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. having clean restrooms               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. upkeep of park facilities            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. having helpful & friendly staff      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. access for persons with disabilities | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f. caring for the natural resources     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| g. providing nature programs & displays | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| h. being safe                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

18. How do you typically receive information about Roaring River State Park or other Missouri state parks? Please indicate how much information you receive from the following sources:

|  | None                     | Some                     | Lots                     | Don't Know               |
|--|--------------------------|--------------------------|--------------------------|--------------------------|
| a. Internet  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. magazines                                       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. newspapers                                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. direct mail                                     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. brochures, pamphlets, or other printed material | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f. radio   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| g. television                                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| h. word of mouth, relatives, friends, etc.         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| i. other (Please specify.) _____                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

19. What is the value of Missouri state parks and historic sites? We are often asked this question. As you know, Missouri state parks and historic sites are funded through a one-tenth cent Parks and Soils sales tax approved by the voters. We are interested in what you think. What value would you place on the overall recreation opportunity offered in a visit to this park?

☐ \$3 per day ☐ \$5 per day ☐ \$7 per day ☐ other \$ \_\_\_\_\_

20. If you have access to the Internet, how often do you use the Internet when planning a trip or vacation? (Check only one box.)

☐ never ☐ frequently  
☐ rarely ☐ always

21. What is your age? \_\_\_\_\_ 22. Gender? ☐ female ☐ male

23. What is the highest level of education you have completed? (Check only one box.)

☐ grade school ☐ vocational school ☐ graduate of 4-year college  
☐ high school ☐ some college ☐ advanced graduate degree

24. What is your primary occupation? (Check only one box.)

☐ homemaker ☐ professional/technical  
☐ self-employed ☐ retired  
☐ service-based employee ☐ student  
☐ manufacturing-based employee ☐ other (Please specify.) \_\_\_\_\_

25. What is your household composition? (Check only one box.)

☐ single with no children ☐ married with children living at home  
☐ single with children ☐ married with children grown  
☐ married with no children ☐ other (Please specify.) \_\_\_\_\_

26. What is your ethnic origin? (Check only one box.)

☐ African American ☐ Asian ☐ White  
☐ American Indian ☐ Hispanic ☐ other (Please specify.) \_\_\_\_\_

27. What is your 5-digit zip code (or country of residence, if you live outside the U.S.)? \_\_\_\_\_

28. What is your annual household income? (Check only one box.)

☐ less than \$25,000 ☐ \$50,001 - \$75,000  
☐ \$25,000 - \$50,000 ☐ over \$75,000

29. Please write any additional comments about your park visit or suggestions on how the Missouri Department of Natural Resources can make your experience at Roaring River State Park a better one.

THANK YOU FOR YOUR HELP.  
YOU ARE ALWAYS WELCOME IN MISSOURI STATE PARKS.



## Route 66 State Park



The Missouri Department of Natural Resources and the University of Missouri are seeking your evaluation of Route 66 State Park. This survey is voluntary and completely anonymous. Your cooperation is important in helping us make decisions about managing this park. Thank you for your time.

**1. Is this your first visit to Route 66 State Park?** *(Check only one box.)*

☐ yes

☐ no      **If no, about how many times have you visited the park in the past year?** \_\_\_\_\_

**2. Who did you come to Route 66 State Park with during this visit?** *(Check only one box.)*

☐ I came alone      ☐ family & friends      ☐ club or organized group  
☐ family      ☐ friends      ☐ other *(Please specify.)* \_\_\_\_\_

**3. If you did not arrive on a tour bus, please indicate the number of people you brought with you in your personal vehicle today.**

☐ I came by tour bus

☐ I came by personal vehicle      adults \_\_\_\_\_      children \_\_\_\_\_

**4. Did you bring a pet with you during this visit?**      ☐ yes      ☐ no

**5. Which recreational activities are you engaging in during your visit to Route 66 State Park?** *(Check all that apply.)*

☐ picnicking      ☐ running/jogging      ☐ visiting visitor center  
☐ fishing      ☐ canoeing or boating      ☐ attending a special event  
☐ hiking      ☐ viewing wildlife      ☐ other *(Please specify.)* \_\_\_\_\_  
☐ walking      ☐ studying nature  
☐ bicycling      ☐ horseback riding

**6. How satisfied are you with each of the following at Route 66 State Park?** *(Check one box for each feature.)*

|                     | Very Satisfied           | Satisfied                | Dissatisfied             | Very Dissatisfied        | Don't Know               |
|---------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| a. park signs       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. picnic areas     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. hiking trails    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. visitor center   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. Route 66 exhibit | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**7. How do you rate Route 66 State Park on each of the following?**

*(Check one box for each feature.)*

|   | Excellent                | Good                     | Fair                     | Poor                     | Don't Know               |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| a. being free of litter & trash         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. having clean restrooms               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. upkeep of park facilities            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. having helpful & friendly staff      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. access for persons with disabilities | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f. caring for the natural resources     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| g. providing informational displays     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| h. being safe                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**8. If you did not rate the park as excellent on being safe, what influenced your rating?** \_\_\_\_\_

**9. Which of the following would most increase your feeling of being safe at Route 66 State Park?** *(Check only one box.)*

☐ more lighting where? \_\_\_\_\_      ☐ improved behavior of others  
☐ less crowding      ☐ increased visibility of park staff  
☐ improved upkeep of facilities      ☐ less traffic congestion  
☐ increased law enforcement patrol      ☐ nothing specific  
☐ other *(Please specify.)* \_\_\_\_\_

**10. During this visit, how crowded did you feel?** *(Circle one number.)*

1      2      3      4      5      6      7      8      9  
Not at all      Slightly      Moderately      Extremely  
Crowded      Crowded      Crowded      Crowded

**11. If you felt crowded on this visit, where did you feel crowded?** \_\_\_\_\_

**12. Have you had a positive or a negative experience with a domestic animal (dog, cat, horse, etc.) during your visit at Route 66 State Park?**

☐ positive      ☐ negative      ☐ no experience

**13. If you encountered a domestic animal during your visit, please describe your experience.** \_\_\_\_\_



PLEASE TURN SURVEY OVER.



**14. Overall, how satisfied are you with this visit to Route 66 State Park?**

*(Check only one box.)*

|                          |                          |                          |                          |
|--------------------------|--------------------------|--------------------------|--------------------------|
| Very Satisfied           | Satisfied                | Dissatisfied             | Very Dissatisfied        |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**15. When visiting any state park, how important is each of these items to you?**

*(Check only one box for each feature.)*

|   | Very Important           | Important                | Unimportant              | Very Unimportant         | Don't Know               |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| a. being free of litter & trash         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. having clean restrooms               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. upkeep of park facilities            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. having helpful & friendly staff      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. access for persons with disabilities | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f. caring for the natural resources     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| g. providing informational displays     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| h. being safe                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**16. How do you typically receive information about Route 66 State Park or other Missouri state parks and historic sites? Please indicate how much information you receive from the following sources:**

|  | None                     | Some                     | Lots                     | Don't Know               |
|--|--------------------------|--------------------------|--------------------------|--------------------------|
| a. Internet  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. magazines                                       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. newspapers                                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. direct mail                                     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. brochures, pamphlets, or other printed material | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f. radio   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| g. television                                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| h. word of mouth, relatives, friends, etc.         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| i. other <i>(Please specify.)</i>                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**17. If you have access to the Internet, how often do you use the Internet when planning a trip or vacation? *(Check only one box.)***

|                                 |                                     |
|---------------------------------|-------------------------------------|
| <input type="checkbox"/> never  | <input type="checkbox"/> frequently |
| <input type="checkbox"/> rarely | <input type="checkbox"/> always     |

**18. What is the value of Missouri state parks and historic sites? We are often asked this question. As you know, Missouri state parks and historic sites are funded through a one-tenth cent Parks and Soils sales tax approved by the voters. We are interested in what you think. What value would you place on the overall recreation opportunity offered in a visit to this park?**

☐ \$3 per day    ☐ \$5 per day    ☐ \$7 per day    ☐ other \$ \_\_\_\_\_

**19. What is your age?** \_\_\_\_\_

**20. Gender?**    ☐ female    ☐ male

**21. What is the highest level of education you have completed? *(Check only one box.)***

|                                       |  |   |
|---------------------------------------|--|---|
| <input type="checkbox"/> grade school | <input type="checkbox"/> vocational school | <input type="checkbox"/> graduate of 4-year college |
| <input type="checkbox"/> high school  | <input type="checkbox"/> some college      | <input type="checkbox"/> advanced graduate degree   |

**22. What is your primary occupation? *(Check only one box.)***

|   |   |
|---|---|
| <input type="checkbox"/> homemaker                    | <input type="checkbox"/> professional/technical         |
| <input type="checkbox"/> self-employed                | <input type="checkbox"/> retired                        |
| <input type="checkbox"/> service-based employee       | <input type="checkbox"/> student                        |
| <input type="checkbox"/> manufacturing-based employee | <input type="checkbox"/> other <i>(Please specify.)</i> |

---

**23. What is your household composition? *(Check only one box.)***

|   |   |
|---|---|
| <input type="checkbox"/> single with no children  | <input type="checkbox"/> married with children living at home |
| <input type="checkbox"/> single with children     | <input type="checkbox"/> married with children grown          |
| <input type="checkbox"/> married with no children | <input type="checkbox"/> other <i>(Please specify.)</i>       |

---

**24. What is your ethnic origin? *(Check only one box.)***

|   |                                   |   |
|---|-----------------------------------|---|
| <input type="checkbox"/> African American | <input type="checkbox"/> Asian    | <input type="checkbox"/> White                          |
| <input type="checkbox"/> American Indian  | <input type="checkbox"/> Hispanic | <input type="checkbox"/> other <i>(Please specify.)</i> |

---

**25. What is your 5-digit zip code *(or country of residence, if you live outside the U.S.)*?** \_\_\_\_\_

**26. What is your annual household income? *(Check only one box.)***

|  |  |
|--|--|
| <input type="checkbox"/> less than \$25,000  | <input type="checkbox"/> \$50,001 - \$75,000 |
| <input type="checkbox"/> \$25,000 - \$50,000 | <input type="checkbox"/> over \$75,000       |

**27. Please write any additional comments about your park visit or suggestions on how the Missouri Department of Natural Resources can make your experience at Route 66 State Park a better one.**

**THANK YOU FOR YOUR HELP.  
YOU ARE ALWAYS WELCOME IN MISSOURI STATE PARKS.**



## Mark Twain State Park



The Missouri Department of Natural Resources and the University of Missouri are seeking your evaluation of Mark Twain State Park. This survey is voluntary and completely anonymous. Your cooperation is important in helping us make decisions about managing this park and site. Thank you for your time.

1. **Is this your first visit to Mark Twain State Park?** *(Check only one box.)*  
☐ yes ☐ no **If no, about how many times have you visited the park in the past year?** \_\_\_\_\_

2. **During this visit to Mark Twain State Park, are you staying overnight?**  
☐ yes **If yes, how many nights are you staying?** \_\_\_\_\_  
☐ no *(If no, skip to question 4.)*

3. **If staying overnight, where are you staying?**  
☐ campground in Mark Twain State Park  
☐ tent ☐ RV/trailer/camper/van conversion  
☐ nearby lodging facilities  
☐ nearby campground  
☐ friends/relatives  
☐ other *(Please specify.)* \_\_\_\_\_

4. **Who did you come to Mark Twain State Park with during this visit?** *(Check only one box.)*  
☐ I came alone ☐ family & friends ☐ club or organized group  
☐ family ☐ friends ☐ other *(Please specify.)* \_\_\_\_\_

5. **Did you bring a pet with you during this visit?** ☐ yes ☐ no

6. **Which recreational activities are you engaging in during your visit to Mark Twain State Park?** *(Check all that apply.)*  
☐ picnicking ☐ swimming ☐ attending special event  
☐ fishing ☐ boating ☐ visiting Mark Twain Birthplace State Historic Site  
☐ camping ☐ viewing wildlife ☐ visiting Union Covered Bridge State Historic Site  
☐ hiking ☐ studying nature  
☐ walking ☐ attending naturalist-led program  
☐ other *(Please specify.)* \_\_\_\_\_

7. **Have you had a positive or a negative experience with a domestic animal (dog, cat, horse, etc.) during your visit to Mark Twain State Park?**  
☐ positive ☐ negative ☐ no experience

8. **If you encountered a domestic animal during your visit, please describe your experience.** \_\_\_\_\_

9. **How satisfied are you with each of the following at Mark Twain State Park?** *(Check one box for each feature.)*

|                            | Very Satisfied           | Satisfied                | Dissatisfied             | Very Dissatisfied        | Don't Know               |
|----------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| a. campground              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. park signs              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. picnic areas            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. boat launches           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. trails                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f. naturalist-led programs | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

10. **How do you rate Mark Twain State Park on each of the following?** *(Check one box for each feature.)*

|   | Excellent                | Good                     | Fair                     | Poor                     | Don't Know               |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| a. being free of litter & trash         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. having clean restrooms               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. upkeep of park facilities            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. having helpful & friendly staff      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. access for persons with disabilities | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f. caring for the natural resources     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| g. providing nature programs & displays | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| h. being safe                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

11. **If you did not rate the park as excellent on being safe, what influenced your rating?** \_\_\_\_\_

12. **Which of the following would most increase your feeling of being safe at Mark Twain State Park?** *(Check only one box.)*  
☐ more lighting where? \_\_\_\_\_ ☐ improved behavior of others  
☐ less crowding ☐ increased visibility of park staff  
☐ improved upkeep of facilities ☐ less traffic congestion  
☐ increased law enforcement patrol ☐ nothing specific  
☐ other *(Please specify.)* \_\_\_\_\_

13. **During this visit, how crowded did you feel?** *(Circle one number.)*

|                    |   |                  |   |   |                    |   |   |                   |
|--------------------|---|------------------|---|---|--------------------|---|---|-------------------|
| 1                  | 2 | 3                | 4 | 5 | 6                  | 7 | 8 | 9                 |
| Not at all Crowded |   | Slightly Crowded |   |   | Moderately Crowded |   |   | Extremely Crowded |

14. **If you felt crowded on this visit, where did you feel crowded?** \_\_\_\_\_



PLEASE TURN SURVEY OVER.



15. Camper cabins are wood structures, without electricity and running water, and are found at Lake of the Ozarks State Park. Currently, there are no camper cabins in Mark Twain State Park. Do you feel camper cabins would enhance your park experience at Mark Twain State Park? (Check only one box.) ☐ yes ☐ no

16. Overall, how satisfied are you with this visit to Mark Twain State Park? (Check only one box.)

Very Satisfied ☐ Satisfied ☐ Dissatisfied ☐ Very Dissatisfied ☐

17. When visiting any state park, how important is each of these items to you? (Check only one box for each feature.)

|   | Very Important           | Important                | Unimportant              | Very Unimportant         | Don't Know               |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| a. being free of litter & trash         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. having clean restrooms               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. upkeep of park facilities            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. having helpful & friendly staff      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. access for persons with disabilities | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f. caring for the natural resources     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| g. providing nature programs & displays | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| h. being safe                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

18. How do you typically receive information about Mark Twain State Park or other Missouri state parks and historic sites? Please indicate how much information you receive from the following sources:

|  | None                     | Some                     | Lots                     | Don't Know               |
|--|--------------------------|--------------------------|--------------------------|--------------------------|
| a. Internet  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. magazines                                       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. newspapers                                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. direct mail                                     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. brochures, pamphlets, or other printed material | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f. radio   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| g. television                                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| h. word of mouth, relatives, friends, etc.         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| i. other (Please specify.) _____                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

19. What is the value of Missouri state parks and historic sites? We are often asked this question. As you know, Missouri state parks and historic sites are funded through a one-tenth cent Parks and Soils sales tax approved by the voters. We are interested in what you think. What value would you place on the overall recreation opportunity offered in a visit to this park?

☐ \$3 per day ☐ \$5 per day ☐ \$7 per day ☐ other \$ \_\_\_\_\_

20. If you have access to the Internet, how often do you use the Internet when planning a trip or vacation? (Check only one box.)

☐ never ☐ rarely ☐ frequently ☐ always

21. What is your age? \_\_\_\_\_ 22. Gender? ☐ female ☐ male

23. What is the highest level of education you have completed? (Check only one box.)

☐ grade school ☐ vocational school ☐ graduate of 4-year college  
☐ high school ☐ some college ☐ advanced graduate degree

24. What is your primary occupation? (Check only one box.)

☐ homemaker ☐ professional/technical  
☐ self-employed ☐ retired  
☐ service-based employee ☐ student  
☐ manufacturing-based employee ☐ other (Please specify.) \_\_\_\_\_

25. What is your household composition? (Check only one box.)

☐ single with no children ☐ married with children living at home  
☐ single with children ☐ married with children grown  
☐ married with no children ☐ other (Please specify.) \_\_\_\_\_

26. What is your ethnic origin? (Check only one box.)

☐ African American ☐ Asian ☐ White  
☐ American Indian ☐ Hispanic ☐ other (Please specify.) \_\_\_\_\_

27. What is your 5-digit zip code (or country of residence, if you live outside the U.S.)? \_\_\_\_\_

28. What is your annual household income? (Check only one box.)

☐ less than \$25,000 ☐ \$50,001 - \$75,000  
☐ \$25,000 - \$50,000 ☐ over \$75,000

29. Please write any additional comments about your park visit or suggestions on how the Missouri Department of Natural Resources can make your experience at Mark Twain State Park a better one.

THANK YOU FOR YOUR HELP.  
 YOU ARE ALWAYS WELCOME IN MISSOURI STATE PARKS.



## Mark Twain Birthplace State Historic Site



The Missouri Department of Natural Resources and the University of Missouri are seeking your evaluation of Mark Twain Birthplace State Historic Site. This survey is voluntary and completely anonymous. Your cooperation is important in helping us make decisions about managing this site. Thank you for your time.

**1. Is this your first visit to Mark Twain Birthplace State Historic Site?**

(Check only one box.)

☐ yes ☐ no

If no, about how many times have you visited the site in the past year? \_\_\_\_\_

**2. During this visit to Mark Twain Birthplace State Historic Site, are you staying overnight?**

☐ yes If yes, how many nights are you staying? \_\_\_\_\_

☐ no (If no, skip to question 4.)

**3. If staying overnight, where are you staying?**

- ☐ campground in Mark Twain State Park ☐ friends/relatives  
☐ tent ☐ RV/trailer/camper ☐ other (Please specify.) \_\_\_\_\_  
☐ nearby lodging facilities \_\_\_\_\_  
☐ nearby campground \_\_\_\_\_

**4. Who did you come to Mark Twain State Park with during this visit? (Check only one box.)**

- ☐ I came alone ☐ family & friends ☐ club or organized group  
☐ family ☐ friends ☐ other (Please specify.) \_\_\_\_\_

**5. If you did not arrive on a tour bus, please indicate the number of people you brought with you in your personal vehicle.**

- ☐ I came by tour bus  
☐ I came by personal vehicle adults \_\_\_\_\_ children \_\_\_\_\_

**6. Did you bring a pet with you during this visit?** ☐ yes ☐ no

**7. Which recreational activities are you engaging in during your visit to Mark Twain Birthplace State Historic Site? (Check all that apply.)**

- ☐ picnicking ☐ studying nature  
☐ fishing ☐ attending naturalist-led program  
☐ camping ☐ attending special event  
☐ hiking ☐ visiting Mark Twain Birthplace Museum  
☐ walking ☐ visiting Union Covered Bridge State Historic Site  
☐ boating ☐ other (Please specify.) \_\_\_\_\_  
☐ viewing wildlife \_\_\_\_\_

**8. How satisfied are you with each of the following at Mark Twain Birthplace State Historic Site? (Check one box for each feature.)**

|                                       | Very Satisfied           | Satisfied                | Dissatisfied             | Very Dissatisfied        | Don't Know               |
|---------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| a. site signs                         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. picnic area & playground           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. museum displays                    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. information provided by tour guide | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**9. How do you rate Mark Twain Birthplace State Historic Site on each of the following? (Check one box for each feature.)**

|   | Excellent                | Good                     | Fair                     | Poor                     | Don't Know               |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| a. being free of litter & trash         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. having clean restrooms               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. upkeep of site facilities            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. having helpful & friendly staff      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. access for persons with disabilities | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f. caring for the natural resources     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| g. caring for the cultural resources    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| h. being safe                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**10. If you did not rate the site as excellent on being safe, what influenced your rating?** \_\_\_\_\_

**11. Which of the following would most increase your feeling of being safe at Mark Twain Birthplace State Historic Site? (Check only one box.)**

- ☐ less crowding ☐ less traffic congestion  
☐ improved upkeep of facilities ☐ nothing specific  
☐ improved behavior of others ☐ other (Please specify.) \_\_\_\_\_

**12. During this visit, how crowded did you feel? (Circle one number.)**

|                    |   |                  |   |   |                    |   |   |                   |
|--------------------|---|------------------|---|---|--------------------|---|---|-------------------|
| 1                  | 2 | 3                | 4 | 5 | 6                  | 7 | 8 | 9                 |
| Not at all Crowded |   | Slightly Crowded |   |   | Moderately Crowded |   |   | Extremely Crowded |

**13. If you felt crowded on this visit, where did you feel crowded?** \_\_\_\_\_

**14. Have you had a positive or a negative experience with a domestic animal (dog, cat, horse, etc.) during your visit at Mark Twain Birthplace State Historic Site?** ☐ positive ☐ negative ☐ no experience



PLEASE TURN SURVEY OVER.





15. If you encountered a domestic animal during your visit, please describe your experience. \_\_\_\_\_

16. Overall, how satisfied are you with this visit to Mark Twain Birthplace State Historic Site? (Check only one box.)

|                          |                          |                          |                          |
|--------------------------|--------------------------|--------------------------|--------------------------|
| Very Satisfied           | Satisfied                | Dissatisfied             | Very Dissatisfied        |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

17. When visiting any state park or historic site, how important is each of these items to you? (Check only one box for each feature.)

|   | Very Important           | Important                | Unimportant              | Very Unimportant         | Don't Know               |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| a. being free of litter & trash         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. having clean restrooms               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. upkeep of park facilities            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. having helpful & friendly staff      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. access for persons with disabilities | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f. caring for the natural resources     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| g. caring for the cultural resources    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| h. being safe                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

18. How do you typically receive information about Mark Twain Birthplace State Historic Site or other Missouri state parks and historic sites? Please indicate how much information you receive from the following sources:

|  | None                     | Some                     | Lots                     | Don't Know               |
|--|--------------------------|--------------------------|--------------------------|--------------------------|
| a. Internet  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. magazines                                       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. newspapers                                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. direct mail                                     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. brochures, pamphlets, or other printed material | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f. radio   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| g. television                                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| h. word of mouth, relatives, friends, etc.         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| i. other (Please specify.) _____                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

19. If you have access to the Internet, how often do you use the Internet when planning a trip or vacation? (Check only one box.)  
☐ never ☐ rarely ☐ frequently ☐ always

20. What is the value of Missouri state parks and historic sites? We are often asked this question. As you know, Missouri state parks and historic sites are funded through a one-tenth cent Parks and Soils sales tax approved by the voters. We are interested in what you think. What value would you place on the overall recreation opportunity offered in a visit to this site?

☐ \$3 per day ☐ \$5 per day ☐ \$7 per day ☐ other \$ \_\_\_\_\_

21. What is your age? \_\_\_\_\_ 22. Gender? ☐ female ☐ male

23. What is the highest level of education you have completed? (Check only one box.)

☐ grade school ☐ vocational school ☐ graduate of 4-year college  
☐ high school ☐ some college ☐ advanced graduate degree

24. What is your primary occupation? (Check only one box.)

☐ homemaker ☐ professional/technical  
☐ self-employed ☐ retired  
☐ service-based employee ☐ student  
☐ manufacturing-based employee ☐ other (Please specify.) \_\_\_\_\_

25. What is your household composition? (Check only one box.)

☐ single with no children ☐ married with children living at home  
☐ single with children ☐ married with children grown  
☐ married with no children ☐ other (Please specify.) \_\_\_\_\_

26. What is your ethnic origin? (Check only one box.)

☐ African American ☐ Asian ☐ White  
☐ American Indian ☐ Hispanic ☐ other (Please specify.) \_\_\_\_\_

27. What is your 5-digit zip code (or country of residence, if you live outside the U.S.)? \_\_\_\_\_

28. What is your annual household income? (Check only one box.)

☐ less than \$25,000 ☐ \$50,001 - \$75,000  
☐ \$25,000 - \$50,000 ☐ over \$75,000

29. Please write any additional comments about your site visit or suggestions on how the Missouri Department of Natural Resources can make your experience at Mark Twain Birthplace State Historic Site a better one.

THANK YOU FOR YOUR HELP.  
YOU ARE ALWAYS WELCOME IN MISSOURI STATE PARKS.



## **Appendix B. Survey Protocol**

## **Protocol for 1999 Missouri State Parks Visitor Survey**

Hi, my name is \_\_\_\_\_, and I am conducting a survey of park visitors for Missouri state parks. The information that I am collecting will be useful for future management of \_\_\_\_\_ State Park.

The survey is one page, front and back side, and only takes about 3-5 minutes to complete. Anyone who is 18 or older may complete the survey, and by completing the survey, you have the opportunity to enter your name in a drawing for a prize package of \$100 worth of concession coupons. Your participation is voluntary, and your responses will be completely anonymous.

Your input is very important to the management of \_\_\_\_\_ State Park. Would you be willing to help by participating in the survey?

[If no,] Thank you for your time. Have a nice day.

[If yes,]

Here is a pencil and clipboard with the survey attached (for each respondent). Please complete the survey on both sides. When finished, return the survey(s), clipboard(s), pencils, and prize entry form(s) to me.

Thank you for taking time to complete the survey. Your help is greatly appreciated. Have a nice day.

## **Appendix C. Prize Entry Form**

**WIN A PRIZE PACKAGE OF CONCESSION COUPONS  
WORTH \$100**

**Enter a drawing to win \$100 worth of concession gift certificates! These certificates are good for any concessions at any state park or historic site. Concessions include cabin rentals, canoe rentals, boat rentals, restaurant dining, horseback riding, etc.**

**You may enter the drawing by simply filling out the back of this entry form and returning it to the surveyor. Your name, address, and telephone number will be used only for this drawing; your survey responses will be anonymous. The drawing will be held January 2, 2001. Winners will be notified by telephone or mail. Redemption of gift certificates is based on dates of availability through August 31, 2001.**

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_  
\_\_\_\_\_

**Phone #:** \_\_\_\_\_ (      ) \_\_\_\_\_

**Would you be interested in receiving a subscription to *Missouri Resources* magazine, a quarterly magazine free to Missouri residents?**      ☐ yes      ☐ no